

LIFE



TO THE AMERICAN PEOPLE:

Your sons, husbands and brothers who are standing today upon the battlefronts are fighting for more than victory in war. They are fighting for a new world of freedom and peace.

We, upon whom has been placed the responsibility of leading the American forces, appeal to you with all possible earnestness to invest in War Bonds to the fullest extent of your capacity.

Give us not only the needed implements of war, but the assurance and backing of a united people so necessary to hasten the victory and speed the return of your fighting men.

*W. Wendell Willingham
Douglas MacArthur E. J. King
Dwight D. Eisenhower C. W. Nimitz
H. H. Arnold*

JUNE 4, 1945 **10** CENTS
BY SUBSCRIPTION: TWO YEARS \$8.50

BACK HOME FOR KEEPS



michael

Hold it, stars! Listen, moon! This is the day, this is the moment, this is forever! Strong brown fingers lift your chin . . . remember? Two firm lips just right for yours . . . remember? Your eyes are bright, your heart's flung wide, your world spins round and comes to anchor . . . for keeps!

Dare to dream . . . dare to cut yourself a slice of heaven. Some day you'll have it . . . that storybook house, the crackling fire . . . and on your table your treasured Community. Hold hard that hope . . . the day will come! We'll have your Community for you . . . when the man you love is *back home for keeps!*

*REG. U. S. PAT. OFF.

COPYRIGHT 1945, ONEIDA LTD.

SPEED THE DAY!



BUY WAR BONDS!

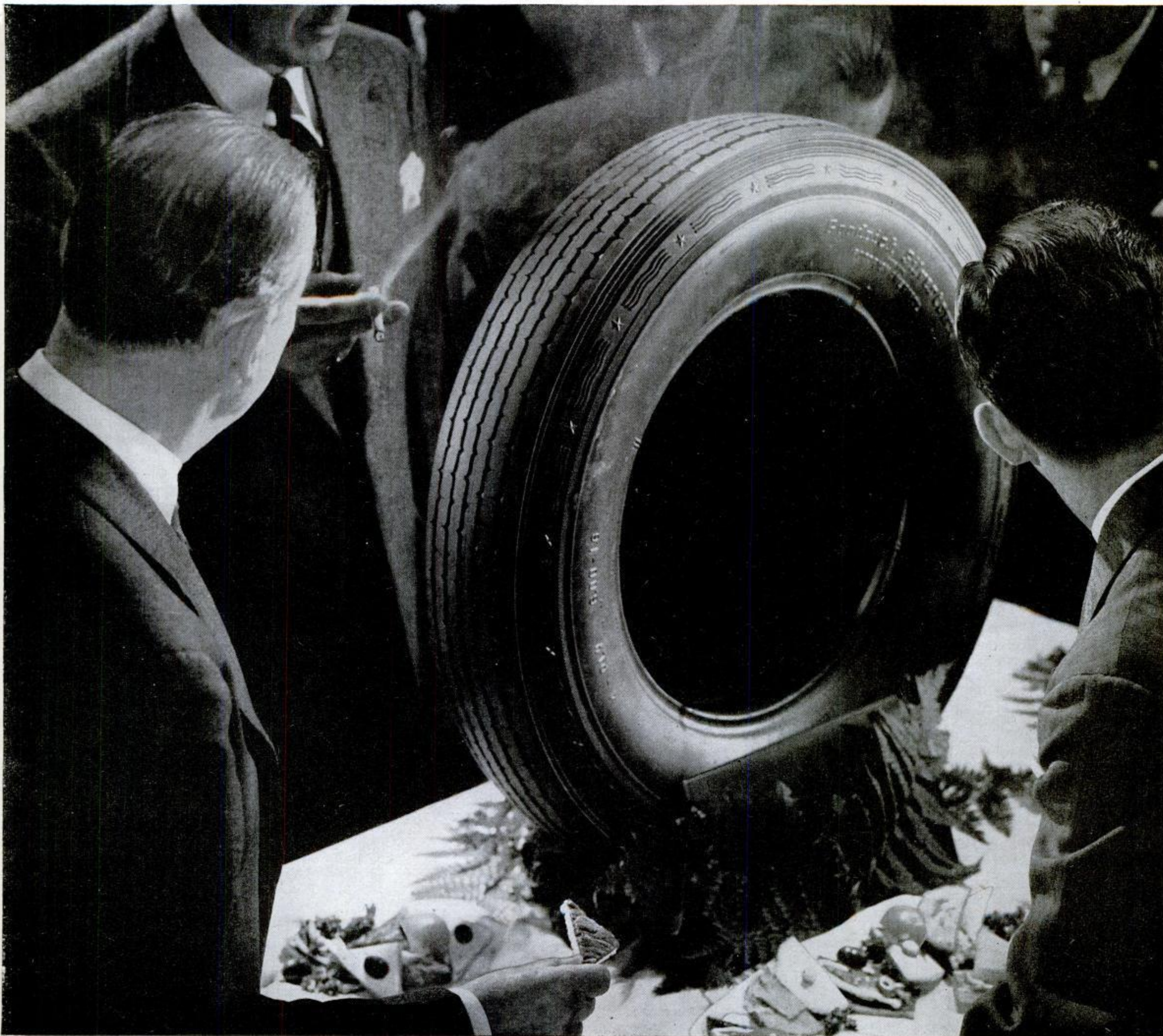


Community
THE FINEST SILVERPLATE

*Milady

If it's Community... it's correct*

FREE! If you'd like a full color reproduction of this painting, without advertising, write **COMMUNITY**, Dept. L, Oneida, N. Y.



Fifth anniversary of America's new declaration of independence

THEY watched intently that afternoon, June 5, 1940, *eighteen months before Pearl Harbor*. A tiny cardboard ship moved across a map of the Atlantic Ocean. An official of B. F. Goodrich described the little ship's voyage—bringing rubber from Malaya, through the Suez, to New York.

Suddenly the ship exploded, disappeared. The businessmen, editors and reporters in the Empire Room of New York's Waldorf-Astoria got the point,

even though many still said it was a "remote possibility."

Turning, they saw a tire unveiled. It looked like any other tire—but more than half its natural rubber had been replaced by the new B. F. Goodrich synthetic. It was the first tire containing synthetic rubber ever offered for sale to American car owners.

That "reception for an auto tire" helped arouse America to the urgent need for synthetic rubber plants. People

everywhere, even owners of large fleets, bought the new tires to prove that our country could make its own rubber.

Those tires also gave B. F. Goodrich three years' extra experience. By the time other companies began selling synthetic tires they had traveled over 80 million miles. And the question everyone had asked, "How good is synthetic rubber, anyway?" was answered by actual reports from car owners.

Today, tires still aren't plentiful—but

only because of military needs and shortage of other materials. The rubber problem itself has been solved. *The B. F. Goodrich Company, Akron, Ohio.*

In war or peace
B.F. Goodrich
FIRST IN RUBBER

This One



CORROSION

CAN "EAT" YOUR MOTOR



Protect it... Use Mobil Upperlube Regularly!

1. GUARDS AGAINST INTERNAL CORROSION: A film of Mobil Upperlube coats vital parts—lessens danger from rust and corroding moisture which forms when engine cools. Inexpensive—add to gas at rate of 4 oz. to 10 gals.

2. PROTECTS "HOT SPOTS": Upper cylinders need special protection against "dry starts" that mean unnecessary scuffing and wear. Mobil Upperlube puts a protective film on cylinder walls—helps guard "hot spots."

3. FIGHTS GUM, CARBON DEPOSITS: Mobil Upperlube enters cylinders along with gasoline. As you drive, its special solvent action helps soften gum that binds rings, valves. Gives a cleaner, smoother motor.

Ask your Mobilgas dealer about a special Mobil Upperlube Tonic Treatment. It restores "new car pep" to a surprising degree.



ADD IT TO YOUR
GAS TANK REGULARLY

Mobil Upperlube



ON SALE AT
YOUR MOBILGAS DEALER'S

Also: Mobilgloss, Mobilwax, Mobil Handy Oil, Mobil Radiator Flush, Mobil Window Spray, Mobil Hydrotone, Mobil Spot Remover, Mobil Stop-Leak

TUNE IN "INFORMATION PLEASE"—MONDAY EVENINGS, 9:30 E.W.T.—NBC

LETTERS TO THE EDITORS

V-E

Sirs:
Your picture article "The War Ends in Europe" (LIFE, May 14) is indeed a worthy addition to any American's library.

THOMAS LAUENSTEIN
Jersey City, N. J.

Sirs:

Another first for LIFE. I think your pictures of the closing days of the war constitute your greatest achievement.

BRYNJULF HAROLDSON
Pompton Lakes, N. J.

TWO PRISONERS

Sirs:

LIFE of May 14 shows an Allied flier about to be beheaded by the Japanese. In contrast I note the May 13 issue of the New York Times which runs an



JAP PRISONER



ALLIED PRISONER

Associated Press picture describing how our soldiers are so nobly treating the Japs.

What in God's world can possess us to treat those beasts like human beings!

GARRETT SANDERSON JR.
Mount Vernon, N.Y.

Sirs:

Why, oh why, did you have to print that picture? ... The truth of the atrocity is there and can never be erased from the minds of the American people, but why can't we be spared some of it? The stories are awful enough but I think the pictures should be retained for records and not shown to the public.

MARION R. LIEDER
Hollis, N.Y.

Sirs:

LIFE's picture is one of the greatest to come out of the war, in my opinion, for it typifies the courage and strength of our fighting forces. Men who can face death with the calm and poise that this man displays can never be defeated. They are truly on God's side.

MRS. NORMAN W. HOWARD
Binghamton, N.Y.

Sirs:

... If this is an authentic photograph, it is of greater historic importance than Joe Rosenthal's picture.

There is too much evidence, however, that it is not authentic but is posed and intended for a purpose. I believe the American public is entitled to know the source of the photograph, how it fell into American hands (if it did) and whether or not it is authentic.

The authenticity of photographic reporting is, to my way of thinking, as important as news reporting and must not be discredited or else it loses its primary effectiveness.

E. A. BREYMAN
San Francisco, Calif.

● LIFE got the photograph from a highly trustworthy source which, because of censorship, it cannot reveal. Entirely credible reports that Japs do behead Allied fliers have been received in the U. S. and widely published.—ED.

UNTERSTITZEN ON THE BLEIWEIS

Sirs:

Those of your readers who didn't see the story in the newspapers might be interested in the little German town of Unterstitten on the Bleiweis. Not only is Unterstitten not on the Bleiweis river, but there is no such town and no such river. Both were invented by the war correspondents in Germany when they kept asking when our armies were going to get to Berlin and kept getting the answer that there was just one more river to cross. All this came to a head one day when a group of reporters were interviewing a commanding general. After the general had outlined the battle situation of the moment, he looked around for questions. Then LIFE's Johnny Florea let him have it. "That's great, General, but when will your troops take Unterstitten on the Bleiweis?" The general peered uncertainly at his maps and asked for the question again. When Johnny pointed out that we could not possibly reach Berlin without crossing the Bleiweis, the general confidently replied, "My men will take it in a couple of days at the most."

Not satisfied with kidding the general, Johnny described his little town in fuller detail to the public relations officer.

(continued on p. 4)

LIFE is published weekly by TIME INC. at 330 East 22nd Street, Chicago 16, Illinois. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

Subscription rates: U. S. and Possessions, 2 yrs., \$8.50; 3 yrs., \$12.50; Canada, 2 yrs., \$10.50; 3 yrs., \$15.50 (Canadian dollars, including duty and exchange); countries in Pan American Union, 1 yr., \$6.00; elsewhere, 1 yr., \$10.00. Special rates for members of the Armed Forces: 1 yr., \$3.50; 2 yrs., \$6.00; 3 yrs., \$9.00. There will be a 3-month delay in the entry of new non-military subscriptions.

Change of Address: Four weeks' notice required for change of address. When ordering a change please furnish an address stencil impression from a recent issue if you can. Address changes cannot be made without the old address as well as the new one.

Copyright: LIFE is copyrighted 1945 by TIME INC. under International Copyright Convention. All rights reserved under Pan American Copyright Convention.

TIME INC. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Vice President & Treasurer, Charles L. Stillman; Vice President & Sales Director, Howard Black; Vice Presidents, Allen Grover, Eric Hodgins, C. D. Jackson, P. I. Prentice; Comptroller & Secretary, D. W. Brumbaugh; Production Manager, N. L. Wallace; Circulation Director, F. De W. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont; Director, Radio Programs Department, Frank Norris.

LIFE
June 4, 1945

Volume 18
Number 23



Thank Goodness for this new attitude toward Hearing Aids

• Now he's back in step and living life to its fullest, because he hears again. A new world of sound has opened up for still another of the millions of hard of hearing. Think what this fuller life means to him—and to her!

Yes, the old prejudice against wearing a hearing aid is fading away—just as shyness about wearing glasses disappeared. Now the use of one or the other—if need be—is just a matter of common sense. Consider how much working efficiency and the enjoyment of life depend upon the ability to hear. Consider, too, how easy it is to hear again with a modern hearing aid.

Western Electric has made important contributions to this scientific and social progress—with the Western Electric Hearing Aid. Developed in Bell Telephone Laboratories, it is the work of engineers

who are leaders in the science of sound transmission. It is a precision instrument—made to Bell Telephone standards—by Western Electric.

You may need a Hearing Aid if—

- ★ If you are in the habit of favoring one ear only... or if you are always asking people to sit on your "good ear" side.
- ★ If you think people don't talk as clearly as they used to.
- ★ If people always seem to be mumbling behind your back.
- ★ If you find yourself not bothering to pay attention to conversation.

CONSULT YOUR DOCTOR about your hearing difficulties. If you need a hearing aid, see your local Western Electric Hearing Aid dealer for a free personal discussion. You will find his name and address under "Hearing Aids" in the classified telephone directory. Or you can write for information to: Western Electric, Dept. 380-H, 195 Broadway, New York 7, N. Y.



*Look on your
Bell Telephone for this great
name in Hearing Aids*

On your Bell Telephone you see the words WESTERN ELECTRIC. The same name on your hearing aid means the same high standard of manufacture. The Western Electric Hearing Aid is easy to use, lightweight and comfortable. Its many features were designed by Bell Telephone Laboratories—by the same organization which brought the Bell Telephone to its present state of excellence.

Western Electric Hearing Aids

MADE TO BELL TELEPHONE STANDARDS



"Gosh! I never even got a nibble
'til I got rid of my '5 o'clock Shadow!'"

HELP YOUR LUCK ALONG!

Get rid of "5 o'clock Shadow"! Look smoother longer by shaving with genuine Gem Blades—the sturdier blades with the deep wedge-edge. Made by the makers of your Gem Razor, Gems fit precisely, shave perfectly.

AVOID '5 O'CLOCK SHADOW' WITH

GEM
RAZORS and BLADES



**KEEP YOUR EYE ON THE INFANTRY—
The Doughboys are on the job!**

LETTERS TO THE EDITORS

CONTINUED

"There is an eight-story subterranean hotel there, seven stories and a big underground penthouse on the bottom. We want to use it for our press headquarters." And the public relations officer answered, "I will grab off that hotel for you myself, just as soon as we take the town."

LEE EITINGON

Time Inc.
Paris

WHO MADE STETTINIUS MAD?

Sirs:

JUST NOTICED LIFE'S STATEMENT THAT SECRETARY STETTINIUS ENRAGED ON ACCOUNT OF WALTER LIPPMANN COLUMN ("The Press at San Francisco," LIFE, May 14). HIS BIG KICK WAS ABOUT OUR EDITORIAL ENTITLED "PANDORA'S BOX AT UNCIO" WHICH APPEARED WASHINGTON "POST" MAY 1. HE ALSO MENTIONED LIPPMANN BUT IT WAS NOT MAIN POINT OF HIS ATTACK.

EUGENE MEYER

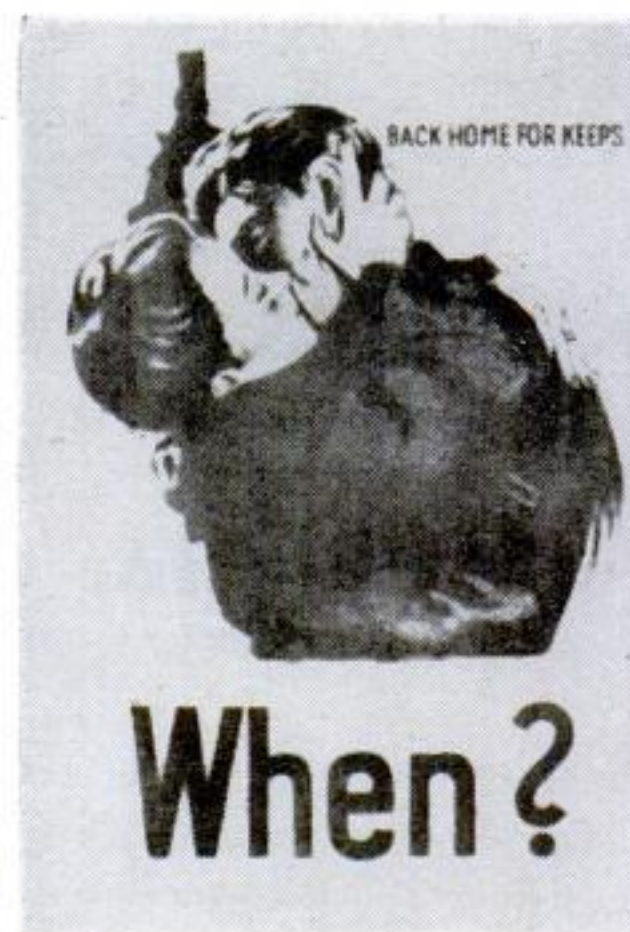
San Francisco, Calif.

● To Eugene Meyer, publisher of the Washington Post, credit where credit is due.—ED.

"BACK HOME FOR KEEPS" —GERMAN VERSION

Sirs:

The enclosed document is a photostatic copy of German propaganda, made from the silver advertisements you published in your "Back Home for



Keeps" story (LIFE, May 14). These pictures were dropped behind American lines before V-E Day. I thought you—not to mention the artist—might find it interesting.

ISABELLE LYNN

Silver Spring, Md.

● On its reverse side the propaganda card reads: "DEAD MEN TELL NO TALES, NOR DO THEY KISS THEIR GIRLS." It then adds slyly: "Before you send this leaflet home as souvenir, read it carefully. We know that it is in heavy demand in U.S.A. Up to \$10 is being paid for it."—ED.

RICHARD MANEY

Sirs:

The article in your issue of May 14 by Russel Crouse on Richard Maney was of particular interest to many in our county and little city, and particularly to those of us who remember Richard Maney and his family. However, it has caused many of us to wonder whether or not Richard Maney sticks any more closely to the truth in his press-agent

Dad's
a Melbroke man too!



\$1

The tie that pleases every age
... In a choice of 22 fashion-
right colors.

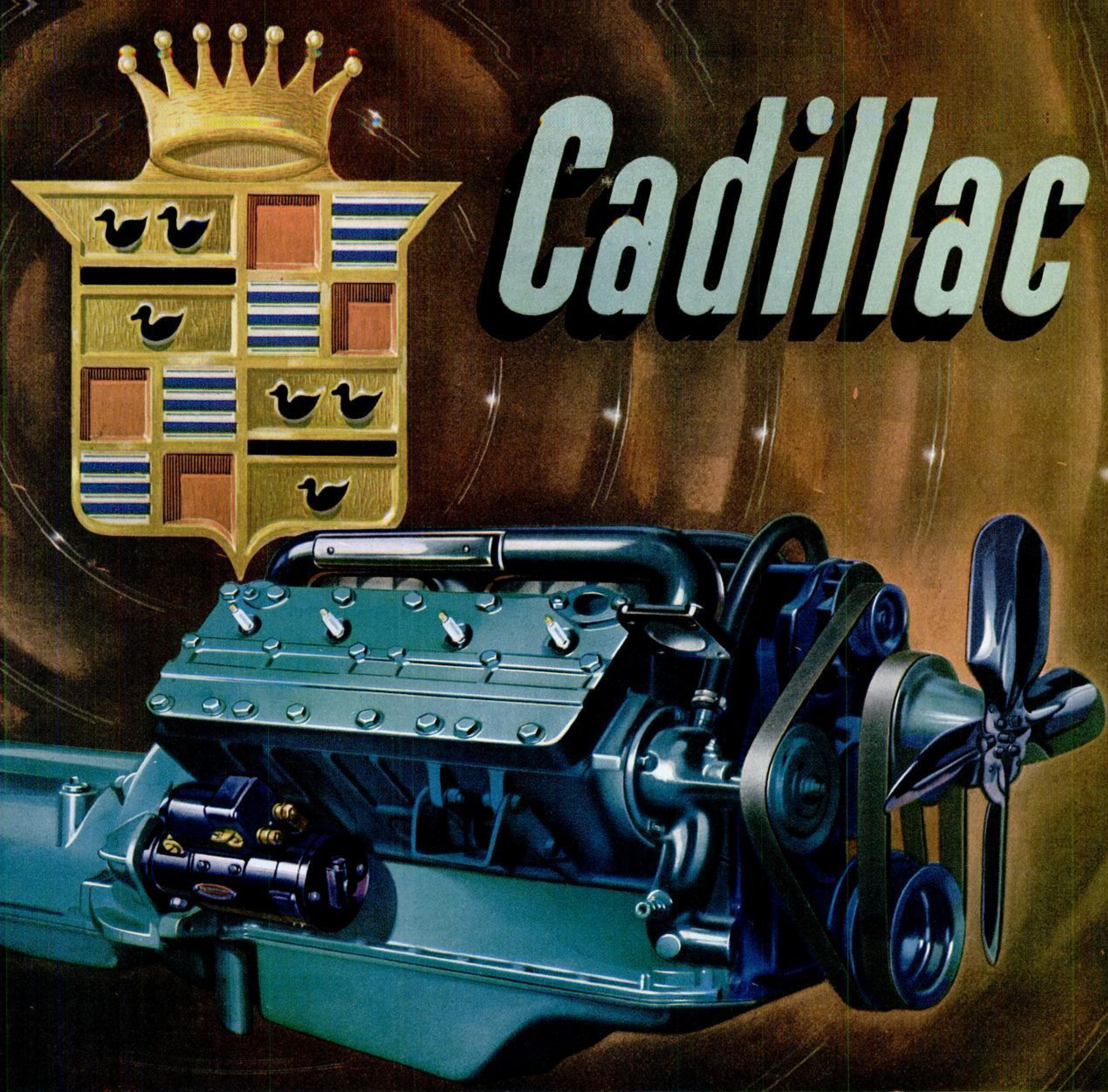
MELBROKE TIES

100% Virgin Wool

Crush-proof Wrinkle-resistant
The tie that always snaps back into shape!

MELBROKE, 6 W. 32 St., New York 1, N. Y.

(continued on p. 7)



Famous in Peace – Distinguished in Battle !

More than thirty years ago, Cadillac built the first V-type, 8-cylinder, automotive power plant ever produced in this country.

Throughout all these years, Cadillac has held to this principle of engine design. Consequently, our research and engineering have been concentrated on *improvement and development*—rather than on experimentation as to basic engine types.

As a result, the Cadillac V-type engine has been carried to a remarkable state of perfection. Prior to the war, it was made available with the Cadillac Hydra-Matic Transmission—

which resulted in a type of power application as remarkable as the engine itself.

When U. S. Army Ordnance engineers sought a power unit for use in light tanks—they found the Cadillac engine and transmission ideally suitable. For here was not only a proved, efficient unit—but Cadillac stood ready to produce it in great volume, to the highest standards of quality.

Up to the present time, Cadillac engines and transmissions have been installed in more than ten thousand Cadillac-built tanks—two units to each tank. They have also been used to

power a number of other motorized weapons. They have won the highest distinction for performance and dependability on fighting fronts around the world.

Improvement, of course, has gone consistently ahead. As a result, the Cadillac "power train" is now an even greater unit than when it went to war.

Every Sunday Afternoon . . . GENERAL MOTORS SYMPHONY OF THE AIR—NBC Network

CADILLAC MOTOR CAR DIVISION



GENERAL MOTORS CORPORATION



BUY MORE

WAR BONDS

KEEP WHAT YOU HAVE

Copyrighted material

With Radio by General Electric—you hear the tones in all their "natural color" and beauty, virtually free from static, fading and station interference.



Conventional Radio — lacks color and richness. Something is missing.



DINAH SHORE, star of OPEN HOUSE, Thursday nights, NBC.

Exciting new beauty — Dinah Shore singing in natural color on a great new radio

ONE great day an entirely new kind of radio will bring Dinah's voice in all its original glowing beauty—every thrilling note crystal clear and richly rounded.

Never such glorious tone before

This is "natural color" music as you'll hear it on the great new General Electric FM radio—unbelievably free from static, fading and station interference. It's entirely new and infinitely finer than any radio you have ever heard before!

Everything in radio and television

This newest kind of radio is only one of the amazing models General Electric will offer at popular prices after the war. There also will be standard radios, radio-phonographs with a startling new system of tone reproduction, and the new revolutionary self-charging portable.

General Electric television receivers, too, with their large clear pictures, will set an entirely new standard in home entertainment.

FREE: A fascinating booklet, "YOUR COMING RADIO." 28 pages—handsomely illustrated in full color. A forecast of what radios—radio-phonographs and television receivers will be like after the war. For your free copy mail a postcard with the title, "YOUR COMING RADIO" and your name and address to Electronics Department, General Electric, Schenectady, N. Y.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p.m., EWT, CBS.



GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS

For long life and better reception ask for electronic radio tubes by General Electric

Amazing Professional Mothproofing Method now available for home use



NO ODOR • NO WRAPPING • NO STORING AWAY

Just a few minutes spraying with LARVEX—and Mrs. Neal has saved her husband's new suit from moth holes for a whole year.

WHY? Moths will actually starve to death before they will eat LARVEXED clothes, sofas or rugs!

This is the professional mothproofing method used by leading woolen mills, laundries and dry cleaners.

And, LARVEX is inexpensive—only 79¢ per pint, \$1.19 per quart. Dry-cleaning won't impair its year-long protection. Washing removes LARVEX but dry-cleaning does not. Use LARVEX—be safe!

➔ LARVEX IS DIFFERENT



QUICK! A few minutes with LARVEX will mothproof a woman's coat for 12 months!

... CHEAP! Just one LARVEXING will mothproof this \$89 upholstered chair for a year!



SURE! See this spectacular display at your Larvex dealer's. A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms will not eat Larvexed fabrics!

ONE SPRAYING
MOTHPROOFS FOR
A WHOLE YEAR..

LARVEX

Registered Trade Mark

LETTERS TO THE EDITORS CONTINUED

writings than he apparently has in detailing the facts of his boyhood to the author of this article, especially when he calls Chinook one of the coldest places in the world. It might interest Mr. Crouse and many in the East to know that our little city of Chinook, together with all of central Montana, enjoys one of the finest winter climates in the U.S., averaging from 8° to 10° higher for each winter month than North Dakota or northern Minnesota. That is a much finer winter climate unless one happens to prefer the chills and fogs of the Pacific Coast, or the sleet, damp cold and freezing rain of the East. . . .

HARRY L. BURNS

Chinook, Mont.

Sirs:

Evidently Mr. Maney was recovering from one of his famous hangovers when he made the statement that Chinook was "a nest of mangy Crees." Did it ever occur to Richard that Chinook probably harbors about the same opinion of him as he does of Chinook?

As a citizen of one of the neatest, most beautiful small towns on the map, I protest!

ADA J. PAULSON

Chinook, Mont.

"PHANTOM VICTORY"

Sirs:

Your article "Phantom Victory" (LIFE, May 14) was so extraordinarily good and of such educational value that we gave an examination on it to every boy in this school taking either history or public affairs.

E. D. TOLAND

Head of History Department
St. Paul's School
Concord, N. H.

Sirs:

Vera Bock's drawing is the Friedolin of my nightmare. Miss Bock is a genius.

MAJOR ERWIN LESSNER
New York, N.Y.

● LIFE's thanks to Major Lessner, who is the author of *Phantom Victory*.—ED.

"THE 45TH"

Sirs:

In the story on the capture of Munich (LIFE, May 14) all the soldiers in the pictures you published belong to the crack 45th Division, not the 42nd. Besides taking and garrisoning the city, the 45th somehow found time and manpower to send an all-night courier through the snow to get my pictures to you in time.

DAVID E. SCHERMAN

Time Inc.
Paris, France

IMPORTANT NOTICE

to LIFE subscribers
in the Armed Forces

When you return to civilian life you are still entitled to the full unexpired term of your LIFE subscription at the special military rate.

Whether you subscribed for one year at \$3.50, two years at \$6 or three years at \$9, you will receive the full number of copies you ordered and paid for at these special rates—at no increase in price.

To be sure of receiving all your copies of LIFE please keep us informed of your latest address—military or civilian.



School's Going Out...

Summer's Coming In!

Many Extra
Innings of Wear
in these YANK JR.
Garments

It takes bang-up quality to hold young Yanks nowadays—and these Yank Jr. Jumpers and Pants have it. They're made by Reliance—that's why! In a variety of colors and wear-tested materials. The roomy Ensenada Shirts in plain and fancy weaves score extra bases in the hearts of the kids. Dealers everywhere are supplied as often as our military obligations permit civilian shipments.

RELiance MANUFACTURING COMPANY

212 W. Monroe St., Chicago 6, Ill.

New York Offices: 200 Fifth Ave. • 1350 Broadway

MAKERS OF Big Yank Work Clothing • Aywon Shirts • No-Tare Shorts • Universal Pajamas • Ensenada Shirts and Slacks • Kay Whitney and Happy Home Frocks • Parachutes for Men and Matériel.



SPEAKING OF PICTURES

... MISS LACE IS GIs' HEROINE

The appearance of a new book titled *Male Call* (Simon & Schuster, \$1) introduces civilian readers for the first time to a cartoon strip done by Milton Caniff, creator of *Terry and the Pirates*. *Male Call* is drawn exclusively for the Camp Newspaper Service, whose readers prefer cartoons a little lustier than the civilian versions. *Male Call* is lustier, all right. It is also bustier.

Heroine of *Male Call* is a magnificent figure of a girl called simply Miss Lace, who leads a hard but interesting life; prefers enlisted men and calls them all "general" or "admiral." Miss Lace knows her way around. After 14 months among them she can easily outwit and literally hold off a whole army, navy and marine corps of overeager GIs. They all love her, nevertheless, for the reasons shown on these pages.





EASY DOES IT, SPORT! HOW ABOUT A GAME OF RUMMY—WITHOUT THE GIN!



NO BRIDGEHEAD, ENGINE-EER! YOU CAN'T MAKE A RUNWAY OUTA THESE SOFT SHOULDERS!



FALL BACK AND RE-GROUP, FLY BOY! LACE ISN'T YOUR TARGET FOR TONIGHT!



SAY—IS THERE SOME SORT OF CAMPAIGN RIBBON FOR A GAL WHO HAS FOUGHT AGAINST THE U.S. ARMY?



HOP IN!

THANKS, MA'AM, SAY, I THINK YOUR RIGHT FRONT TIRE IS SOFT...



NO—I GUESS IT'S OKAY!

WHEW! THAT'S A RELIEF! LATCH ON AND WE'LL ROLL...



FUNNY—THE OTHER GUYS AREN'T ASKING FOR RIDES TODAY... BY THIS TIME THEY'RE USUALLY PACKED IN HERE LIKE SPAM ON THE LAM...



MAYBE I'M SLIPPIN'!



SURE GLAD YOU'RE GOIN' OUT WITH US TONIGHT, MISS LACE! THEM DOGFACES CUT IN ON US WHEN WE'RE AT SEA...

FOOF! I LIKE ALL YOU FIGHTING GUYS....



COME SOLDIER WITH PACKAGE FOR MISSY...

....IT'S FROM THE SIGNAL CORPS GENERALS I HAD TO TURN DOWN FOR A DATE WHEN YOU BLUE JUMPER JOES TIED UP...



WHY—IT'S A GARTER...MADE OF LITTLE SIGNAL FLAGS! DOES IT SPELL OUT SOMETHING?



YEAH! IT SAYS, "OUT OF BOUNDS, ADMIRAL"



...AND THIS IS THE AIRCRAFT CONTROL TOWER, MISS LACE! ALL TRAFFIC IS DIRECTED FROM HERE...EACH AIRPLANE'S RADIO EQUIPMENT IS TUNED TO THIS FREQUENCY...



THIS IS THE MICROPHONE THROUGH WHICH WE CAN TALK TO ANY AIRPLANE WITHIN RANGE!

...IT'S WONDERFUL



...I WONDER WHAT WOULD HAPPEN IF THOSE GENERALS HEARD MY VOICE COMING OVER THE THING?



MISS LACE, THEY TELL ME YOU HAVEN'T BEEN SEEN AROUND WITH MANY MARINES—SO I THOUGHT I'D COME ALONGSIDE AND GIVE YOU A BREAK...



WELL, THAT'S MIGHTY WHITE OF YOU, GENERAL!—FIND YOURSELF A BATTLE STATION WHILE I RIG TO REPEL BOARDERS!



SHALL WE GET DOWN TO LASHIN' LIPS RIGHT AWAY—OR WOULD YOU WANT ME TO GIVE YOU A FILL-IN ON MY FLUFF LOG?...LESSEE, THERE WAS THAT TRIM BIM IN DAGO...

LOOK, GYRENE, WHEN YOU BUILD UP THIS KIND OF PRESSURE SOMETHING'S GOT TO GIVE—AND IT'S NOT GOING TO BE ME...



YOU MEAN YOU'RE TURNIN' DOWN A MARINE?

IT'S A MAGGIE, BRAGGY... YOU SEVENED OUT... NO DEAL!



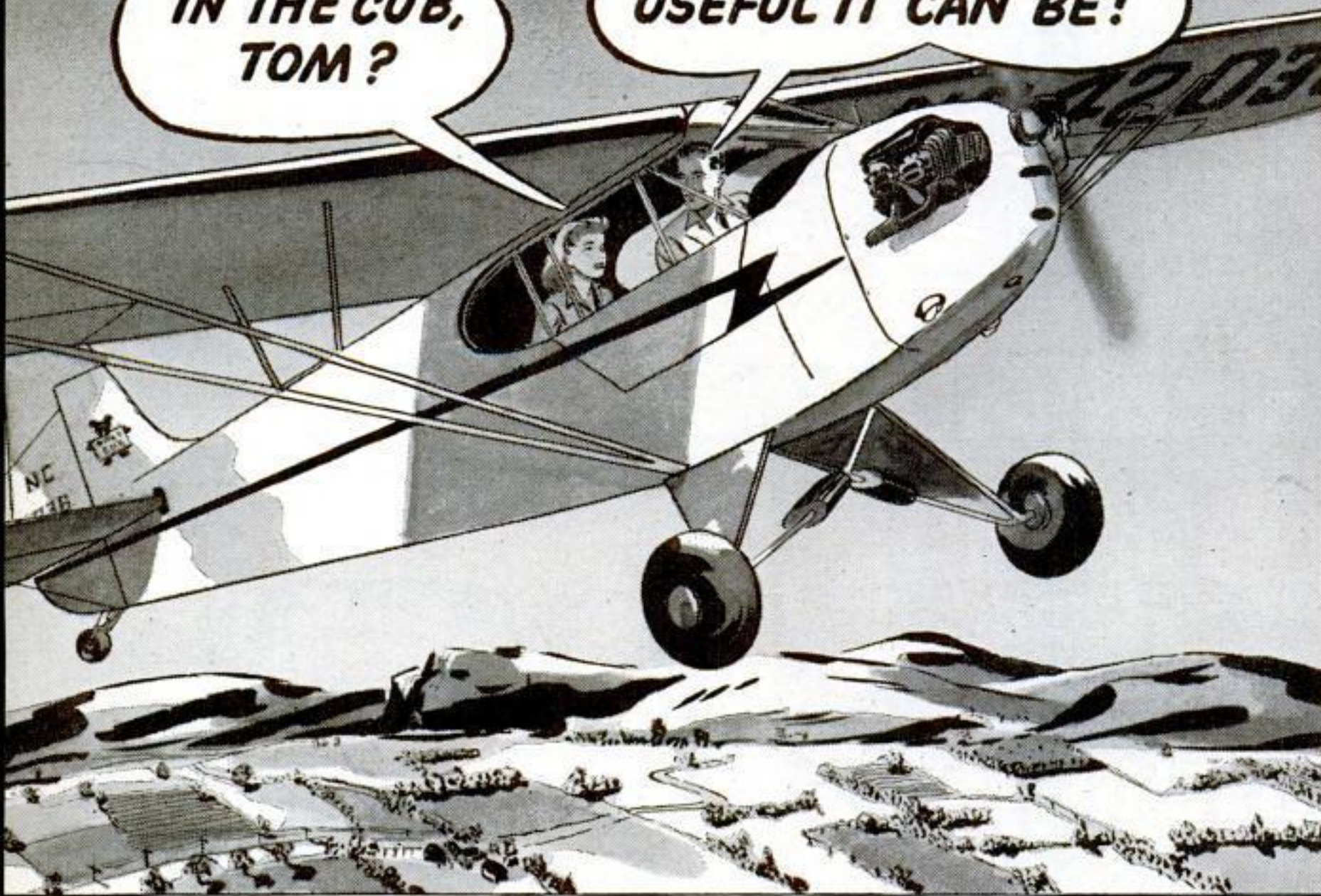
DON'T TAKE IT SO HARD, PARD... I WON'T TELL A SOUL...

MILTON CANIFF

Copyright 1944 by Milton Caniff, distributed by Camp Newspaper Service

HOW DO WE
DO A "SLIP"
IN THE CUB,
TOM?

IT'S EASY, MARY! I'LL
SHOW YOU HOW
USEFUL IT CAN BE!



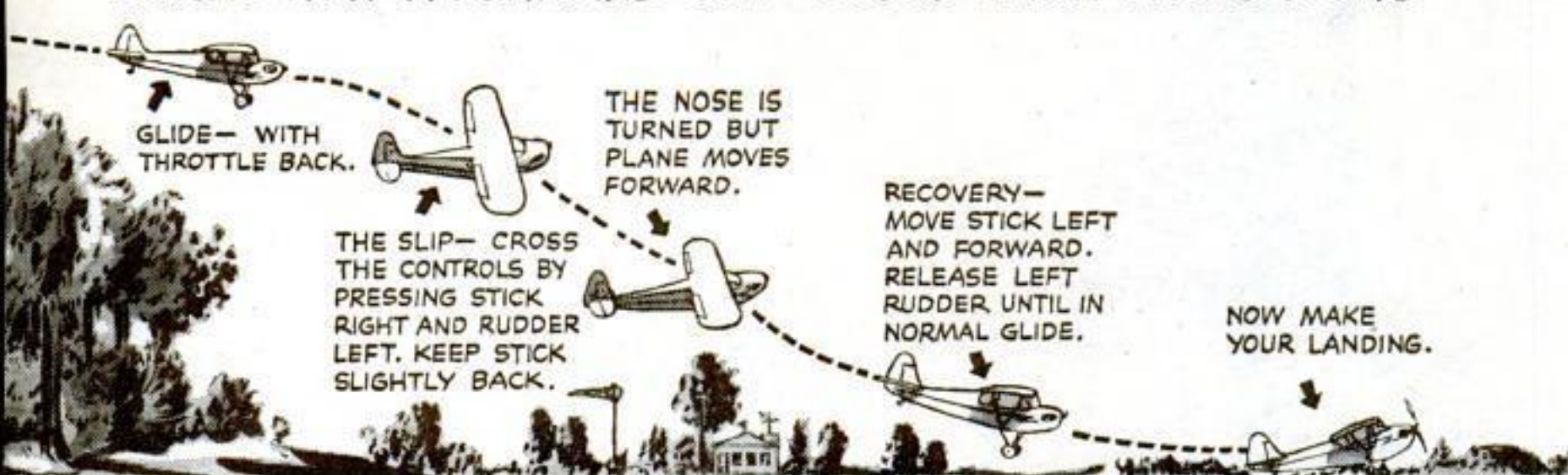
A "SLIP" LETS US LOSE
ALTITUDE QUICKLY, WITHOUT
GAINING SPEED—SO WE CAN
LAND IN A SMALL SPACE.



TO LAND IN THIS SHORT FIELD,
OVER THE TREES, WE'LL DO A
FORWARD "SLIP"—THE MOST
COMMON TYPE.



HERE'S HOW A FORWARD "SLIP" LOOKS FROM THE GROUND



THE PIPER CUB
SURE GETS
INTO SMALL
FIELDS
EASILY!

YES, IT WILL
"LAND ON A DIME"
BECAUSE OF ITS
CONVENTIONAL
THREE CONTROLS.



IS YOUR TOWN READY TO FLY? FREE booklet, "What Your Town Needs for the Coming Air Age," illustrates and describes various types of landing facilities, covers benefits, where to build and how to start. For your copy write Department L65W.

NOTE: This lesson and others that follow explain only the fundamentals. See your Piper Cub dealer for actual flying instruction. Write us for information on available films showing "How to Fly" and "The Construction of a Light Airplane."

PIPER AIRCRAFT CORPORATION • LOCK HAVEN, PA.

THOUSANDS
HAVE ALREADY
SENT FOR THIS
"HOW TO FLY"
BOOKLET!



This "How to Fly a Piper Cub" booklet contains over 50 step-by-step photos and descriptions, full-color pictures of Piper Cubs, color drawings of instrument panel and controls. For your copy, write Dept. L65. Enclose 10c in stamps or coin for postage-handling.

SEND FOR YOUR COPY NOW!

PIPER CUB

Points the Way to Wings for ALL Americans

SPEAKING OF PICTURES

CONTINUED



Copyright 1944 by Milton Caniff, distributed by Camp Newspaper Service

Miss Lace is a very tall girl with rangy arms and legs, long, silky, jet-black hair and a wise and knowing face. She has no recorded dimensions, but is at least a perfect 36.

FROM SOCONY-VACUUM



NEW SPEED, CLIMB, MANEUVERABILITY FOR U.S. FLYERS—

You're looking at *Flying Horsepower*

WAR-POWER TODAY...
CAR-POWER TOMORROW!

Coming for You... A NEW DRIVING EXPERIENCE!

To our flyers fighting their way to Tokyo, Flying Horsepower is

- ... quick take-off power!
- ... dazzling new climbing and maneuvering speed!
- ... the extra power that lifts heavier loads of bombs and gasoline!

And to you, after Victory, it will be new quick power response from your car—flashing new pick-up and power-pull at the traffic light, on hills... at all speeds and under all driving conditions!

For the same super fuel ingredients which make possible Flying Horsepower in the air are coming in a great New Mobilgas for your car!

This amazing gasoline development is the result of Socony-Vacuum's 12 years of research work with super fuels for war—the world's greatest catalytic cracking program!

Expect it just as soon as we get the "go ahead" from Uncle Sam—*New Mobilgas that delivers Flying Horsepower!*

SOCONY-VACUUM OIL CO., INC.
and Affiliates: Magnolia Petroleum Company,
General Petroleum Corp. of California.

Official U.S. Navy Photo



Tune in

"INFORMATION PLEASE"

Sponsored by Your Mobilgas Dealer
Monday Evenings, 9:30 E.W.T.—NBC

AFTER VICTORY—

Mobilgas



for *Flying Horsepower*



When your bed linens suffer a Junior Blitz

YOU NEED A WESTINGHOUSE LAUNDROMAT

Take heart! There's a great day coming when clothes washing will be no problem. You'll do bed linens and *all* your washables with a simple "put 'em in—set the dials—take 'em out".

For your Laundromat* will do the work *automatically*! There'll be no tubs to fill, no hand rinsing, nothing to clean up afterwards. Your hands won't even touch the water!

No, the Laundromat is not avail-

able now. Victory comes first. And Westinghouse, maker of 30,000,000 fine electric appliances, is working to speed that day.

Meantime, let us help you protect your washables now. Ask for our free 48-page book that tells how to buy and launder fabrics, and the story of the marvelous Laundromat. See your Westinghouse dealer or write Home Economics Institute, 212 Fourth Street, Mansfield, Ohio.

WESTINGHOUSE ELECTRIC CORPORATION
Plants in 25 Cities . . . Offices Everywhere

Tune in John Charles Thomas, Sunday 2:30 EWT., N.B.C. • Hear Ted Malone, Mon. Tues. Wed. Evenings, Blue Network

*Reg. Trade Mark



THE LAUNDROMAT ENDS WASHDAY WORK!
It's completely automatic! It fills itself with water, washes, rinses, spins the clothes amazingly dry. Then cleans and drains itself and shuts off!

Westinghouse Laundromat

**AUTOMATIC
WASHER**

LIFE'S REPORTS

NO MORE MONKEY SUITS?

Sailors say they feel silly in present uniform

by DONALD NUGENT

Thirty-seven-year-old Donald Nugent is Yank's Navy editor. Two months ago Editor Nugent printed in his Yank column an item from the Pelican, newspaper of the New Orleans Naval Repair Base, which suggested a new uniform for sailors. This item drew more than 6,000 letters from Navy personnel. Editor Nugent wrote an analysis of their contents for LIFE.

Ninety percent of the 6,000 letters I have received about Navy uniforms plead that something—anything—be done to free sailors of the discomfort and indignity of having to wear a little boy's suit. The letters come from sailors aboard ships in the Atlantic, from stations all over the U. S. and from ships and island bases scattered over the Pacific. They all claim a deep satisfaction and pride in serving in the Navy. But they also say they are self-conscious and ill at ease on the street or in mixed company, particularly when their friends refer to their "Fauntleroy's," "Buster Browns" or "monkey suits."

The men say there is not enough pocket space in the uniform. They have to carry cigarets in the socks, a wallet hung over the pants top and a handkerchief on the shoulder. These things are always getting lost. The jumper, so difficult to put on and take off that it is necessary to brush one's hair after every operation, is another source of inconvenience, while the 13 buttons on the pants cause more consternation than respect for the fact that they are supposed to commemorate the 13 original American colonies.

It is bad for a man's morale to be so embarrassed by wearing the uniform of his service. Let us take the hypothetical case of Mac, a sailor on shore leave.

Mac's sister says he's cute and his mother is very proud of him. But as he strolls down Main Street his tight suit gives him a feeling of nudity. There is no Shore Patrol around so he turns up his tight cuffs for relief from the heat and to protect his stripes from dirt and pulls his flowing neckerchief high over his open neck in an attempt to cover the hair on his chest. The wind blows his long collar over his head and it takes two hands to put it back, but that lifts his jumper up over his pants top and exposes his skivvies over his midriff, so he just leaves the collar there, lazily flapping over the little white hat which in itself is the last word in heh-heh.

Now Mac meets an old friend who says, "Hello there, haw-haw, where d'ja get the monkey suit? No foolin' though, you guys are doing a swell job."

Mac grins sheepishly but he's on the defensive now. He sticks out his chin and affects the grim countenance and swagger of a tough old salt. He passes up the hotel dining room with its austere waiters and white linen and joins several other sailors and soldiers in the tavern down back of the tracks.

The stage is now all set. Mac has had a few beers. The immaculate little white hat has popped off onto the floor and is a disreputable sight. The black tie has been floating idly in a puddle of beer on the bar. A well-fried soldier is becoming unpleasantly eloquent about the 13 buttons. The rest is on the police records all over the country.

An explanation of each of the present uniform's eccentricities can be found in some phase of old-time shipboard activity. But these activities have ceased while the uniform designed for them remains. A tight-fitting "monkey suit" was necessary for constant climbing in the ship's rigging. Such things as coat sleeves, belts, big pockets and pants' flies could get fouled in the lines. But modern sailors don't climb the rigging of sailing ships.

The long collar was a removable affair designed to catch the tar that sailors used on their pigtails. The neckerchief is a perversion of an old black "sweat rag" once used to wipe tar and grease from the hands.

The white hat was designed to use as a bucket to bail out a boat. Today's sailors complain that it only adds to the glare of a tropical sun. The flat hat is just one of those things.

CONTINUED ON NEXT PAGE

Cannon Stockings Win Their Wings!

Pretty United Air Lines stewardess, **BETTE BATTJES**, tells why they came out "top flight" in hosiery test!



Explains Bette, "24 stewardesses here at United put 15 leading brands of hosiery to a 'flying test.' We wore each pair on the job until they wore out—stretching, bending, stooping dozens of times every flight."



"When we tallied up, Cannon Rayons topped the list—on mileage and on compliments! They're dreamy-sheer—fit like a hug—yet they're trouper for wear!"

Today, as a result of this test, Cannon Stockings are "official hosiery" with all United Air Lines smartly uniformed feminine personnel. Have you tried them?

(Please be patient if your store doesn't always have Cannon Rayons. Try again.)



Cannon Hosiery
HI-TWIST RAYON

Made by the makers of the famous Cannon Towels and Sheets Cannon Mills, Inc., New York

* B.V.D. *Invented Comfort*



**For your
summer comfort**

B.V.D. presents *Liray Ruggers Shirt*

For years and years B.V.D. has been *doing something* about keeping you *comfortable*. For the hot summer ahead, we present a whole line of apparel that will help you look smart while keeping cool.

DRESS ON THE SUNNY SIDE

in c-o-o-l linen-like Liray fabric! It's used to make a special Ruggers Shirt for hot weather wear. Soft rayon fabric—guaranteed washable by 3500 commercial laundries. Choice of colors. Short sleeves, \$3.50.

\$4.00 *REG. U. S. PAT. OFFICE



"NEXT TO MYSELF, I LIKE B.V.D. BEST"

Shortsweat • Pajamas • Swim Trunks • Underwear

THE B.V.D. CORP., EMPIRE STATE BLDG., NEW YORK 1, N. Y. • IN CANADA: THE B.V.D. CO., LTD., MONTREAL

LIFE'S REPORTS CONTINUED

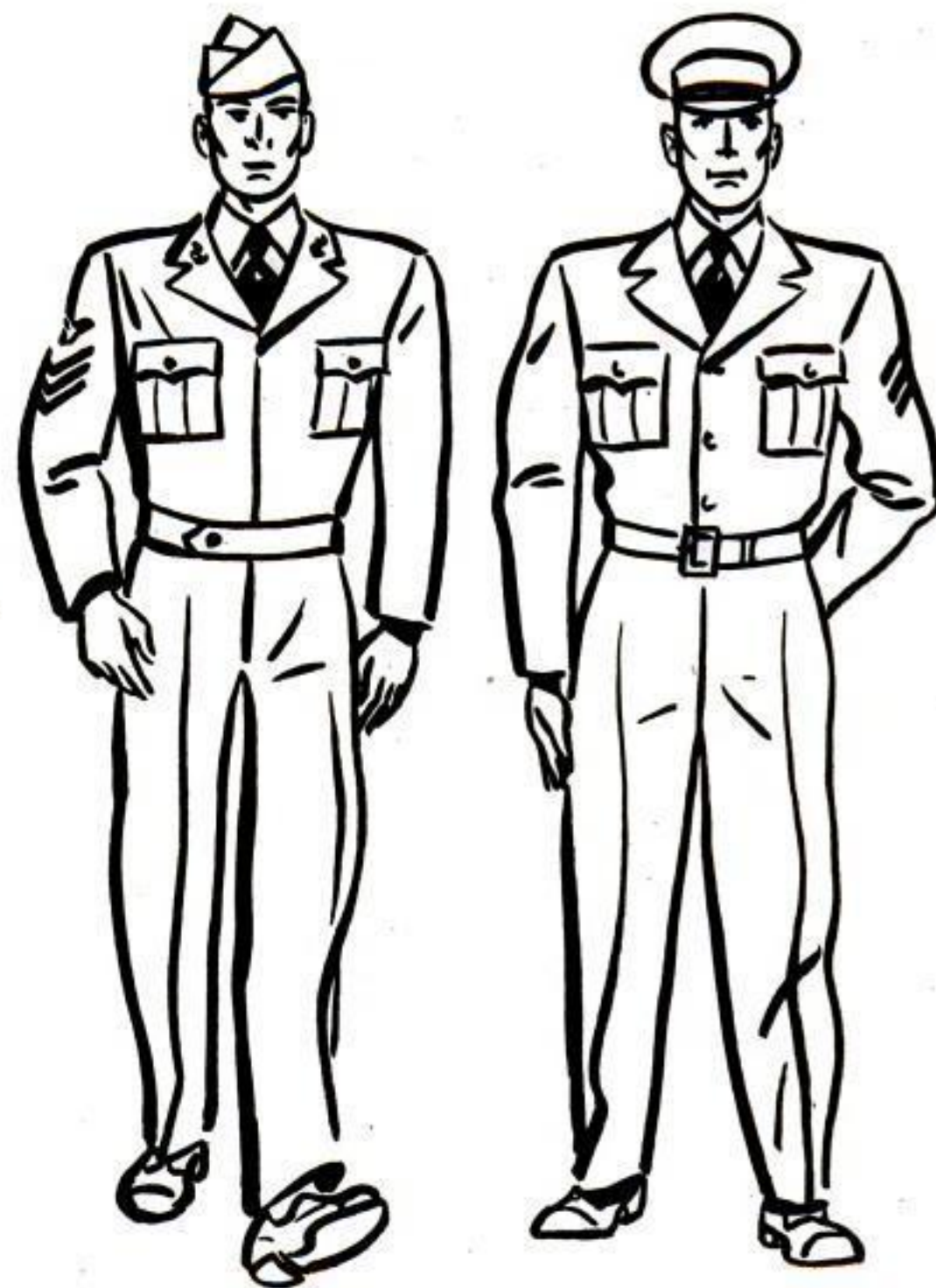
But so strong is the influence of tradition that the Navy Uniform Board in Washington has made only two minor changes in the enlisted man's blues since 1927. The jumper has been shortened and the trousers now have straight legs instead of bell bottoms.

About 10% of the sailors who wrote to *Yank* say they like their uniform. They present two stock arguments for the "monkey suit":

1. A sailor must be distinctive and, above all things, should not be confused with a soldier or marine. (To these diehards the fact that a sailor is dressed in blue and a soldier in brown is not sufficient.)
2. A sailor's outfit must be small and compact so that it can be rolled and stowed in the limited space aboard ship. (A jacket without a flapping collar and a pair of trousers without the 13 buttons and a trap door could conceivably be as easily stowed away in lockers without upsetting life aboard ship.)

But the greatest reason that life aboard ship would not be upset by a change in uniform is that the present uniform is not often worn aboard ship. Usually it's dungarees from the time the ship leaves the U. S. until it returns.

Strictly speaking, many sailors don't even wear the regulation uniform ashore. They buy out of their own pockets at least one snappy, tailor-made, lightweight suit of blue serge for shore leave. Most officers are sympathetic and will appear not to notice this violation of regulations. But occasionally the sailor will hit a "hot" ship and his well-fitting new uniform will be forbidden. That gives him the feeling that he is the victim of a calculated plot on the part



Suggested uniforms, drawn from ideas sent to *Yank's* Navy editor, almost all include battle jacket. Above: winter (left), and summer dress.

of the officers to keep him as dowdy as possible, while the officers' own uniforms are constantly revised and kept up-to-date.

What, then, is the answer to the Navy's uniform problem? The answer comes from the men themselves—they like the battle jacket already authorized in other branches of the armed service. This jacket, with matching, conventional fly-front trousers, could be made up in any material for all uniforms—winter, summer and work. Great economy and regularity of a sailor's appearance would immediately be attained. The sailor could wear gray shirts for dress and blue chambray shirts for work and a half dozen of these would suffice, eliminating the wasteful practice of wearing out jumpers by daily washing.

The sailor also needs a garrison cap for dress instead of the flat hat which is always in the way. And he needs a billed cap aboard ship in the sun—something like the baseball cap that Admiral Mitscher and Admiral Halsey have found to be just the thing.

The Navy is over 3,000,000 strong today. It will never again shrink to its prewar size. Many reservists say they would like to stay in the Navy if it weren't for the uniform and even Army men say they would transfer to the Navy if it weren't for those "Buster Brown" suits a sailor has to wear.



When the war is over in Europe...it isn't over for me

It's all one war we're fighting.
A victory for the G.I. in Europe is a victory for us.
We're glad the European phase is just about over.
We've been in the Pacific a long time.
Of course we're winning victories too.
But we need help.
Need lots of it. Need it quickly.
We'll be glad when they get over here to help us!
Maybe we can teach them a few tricks about killing Japs. Probably not.
Those boys know their business.

And war is pretty much the same everywhere.
Guns crash and roar by day and night.
You crawl across open fields, up mountainsides, while the enemy throws everything he's got right at you.
You're tired.
So tired you must force yourself to move.
Your equipment gets heavier by the

minute, but you drag it along somehow.
You're hungry, but you don't eat.
You're filthy dirty, but you can't wash.
You just keep crawling.
A thin line of weary, desperate men.
Until you're finally near enough to kill more Japs.
Then you do it all over again.

There are more than 7,000,000 Japanese soldiers. 200,000 to 250,000 more Japs reach fighting age each year. They grow faster than we are destroying them. And Japan hasn't yet drafted boys of 17 to 20... Japs are entrenched in a land area of more than 2,000,000 square miles. That's almost as big as the United States. Their war machine taps the rich resources of three stolen empires. They have enslaved 350,000,000 people. And the Jap is a tough, able fighter. He dies before he surrenders.

No, the war isn't over for any of us.

UNITED STATES RUBBER COMPANY

1230 SIXTH AVENUE • ROCKEFELLER CENTER • NEW YORK 20, N. Y.

SERVING THROUGH SCIENCE



Buy Another Bond Today!



*"Today we're playing
my way, mom!"*



BABY: See—I'm the mama and you're me! How does it feel?

MOM: Terrible! Is *this* what it's like to be a baby? So many things making your skin uncomfortable?

BABY: Aha, Mom! I just wanted you to see what *I* go through! Now maybe you'll do right by me—with Johnson's Baby Oil and Johnson's Baby Powder!

MOM: You mean you need *both*?

BABY: Sure do, Mom! Remember what my doctor said? How Johnson's

pure, gentle Baby Oil would smooth me up and help protect me against the "irritating effects of urine"? And how nothing beats Johnson's soft, silky Baby Powder for chasing away those little chafes and prickles?

MOM: Honey child, I haven't been on my toes!

BABY: Get on 'em, Mom! And when you see how Johnson's two blessings-to-babies agree with my skin, you'll wish you *were* me—all the time!



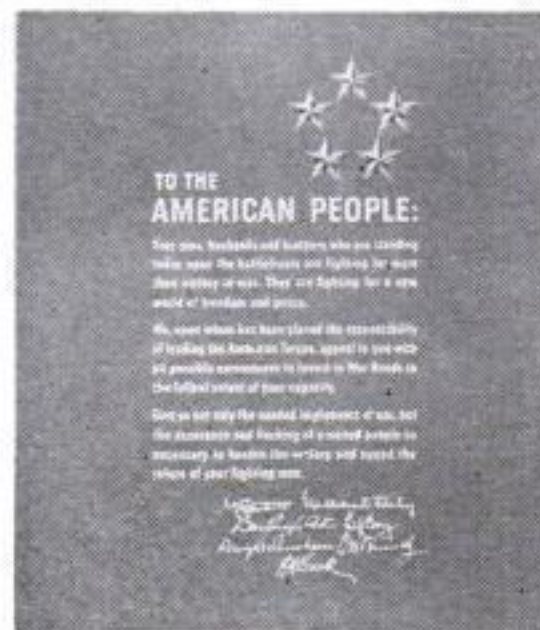
Johnson's Baby Oil
Johnson's Baby Powder

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen
EDITORIAL DIRECTOR...John Shaw Billings



LIFE'S COVER

War loan drives have marked big events in this war. The First came just after North African invasion, the Second with Doolittle raid, the Third after invasion of Italy, the Fourth just before Marshalls invasion, the Fifth with Normandy, the Sixth with Battle of the Bulge. The Seventh sees one war won, another to be fought—bitterly, expensively and with the help of the Seventh War Loan for which America's military leaders eloquently plead on this week's special cover.

MANAGING EDITOR
Daniel Longwell
EXECUTIVE EDITOR
Wilson Hicks
EDITORIAL CHIEF
John K. Jessup

ASSISTANT MANAGING EDITORS

Joseph J. Thorndike Jr. Worthen Paxton
EDITORS: Noel F. Busch, Fillmore Calhoun, John Chamberlain, Robert Coughlan, David Cort, John Field, John Hersey, Joseph Kastner.

ASSOCIATE EDITORS: Lincoln Barnett, Herbert Brean, Dennis Flanagan, George Frazier, Richard Lauterbach, Lilian Rixey, Maria Sermolino, Margit Varga, Philip Wootton Jr.

ASSISTANT EDITORS: Caroline Iverson, John Kay, Donald Marshman Jr., Fred Morley, Jean Speiser, A. B. C. Whipple.

SENIOR RESEARCHERS: Bernice Shrifte (Chief), Margaret Bassett, Earl Brown, Gertrude Epstein, Shirley Herzig, Elaine Brown Keiffer, Betty Moisson, Shelley Mydans, Helen Peirce, Jeanne Perkins, Jo Sheehan, Marion Stevens, Burton Van Vort, Joan Werblin.

RESEARCHERS: Hudson Ansley, Peggy Bebié, Mathilde Benoit, Inez Buonodono, Madge Brown, Alice Crocker, Leota Diesel, Myron Emanuel, Marietta FitzGerald, Philippa Gerry, Zella Gottlieb, Paul Griffith, Phyllis Larsh, Geraldine Lux, Dorothy Marcus, Hildegard Maynard, Barbara O'Connor, Rosemarie Redlich, Dorothy Seiberling, Jeanne Stahl, Ethelind Tate, Sylvia Todd, Rachel Tuckerman, Carol Welch.

STAFF PHOTOGRAPHERS: G. W. Churchill (assistant picture editor), Robert Capa, Edward Clark, Myron Davis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, Andreas Feininger, John Florea, Herbert Gehr, Fritz Goro, Marie Hansen, Bernard Hoffman, Wallace Kirkland, Bob Landry, Tom McAvoy, Ralph Morse, Carl Mydans, John Phillips, George Rodger, Walter Sanders, David Scherman, Frank Scherschel, William ShROUT, George Silk, George Skadding, W. Eugene Smith, Peter Stackpole, William Vandivert, Hans Wild.

PICTURE BUREAU: Dorothy Hoover (Chief), Mary Carr, Alma Eggleston, Margaret Goldsmith, O. A. Graubner, Natalie Kosek, Gertrude Leahey, Ruth Lester, Maude Milar, Muriel Pitt, Margaret Sargent, Muriel Trebay, Grace Young.

ART DEPARTMENT: Allan McNab, Charles Tudor, Michael Phillips.

NEWS BUREAU: David W. Hulburd (Chief); Helen Robinson, Ray Mackland (assistants); Suzanne Hammond, Jean Snow, Dorothy Sterling; Atlanta: William S. Howland; Boston: Francis E. Wylie; Chicago: Robert Hagy, John Morris, Frances Levison, Don Morris; Denver: Hugh Moffet; Detroit: Fred Collins; Los Angeles: Sidney L. James, Bart Sheridan, Helen Morgan, Jean Sovatkin, Richard Wilkes; San Antonio: Holland McCombs; San Francisco: Robert deRoos, Fritz Goodwin; Seattle: Richard L. Williams; Washington: Robert T. Elson, John Purcell, Ruth Adams, Stephen Herz, Rosamond Mowrer, Mollie Thayer, Elizabeth Watkins; London: Walter Graebner, John Boyle, Elizabeth Reeve, Eleanor Ragsdale; Paris: Charles Christian Wertenbaker, Elmer Lower, Lee Eitington, Will Lang; Manila: William Gray; Chungking: Theodore H. White, Annalee Jacoby; Moscow: Craig Thompson; New Delhi: Peggy Durdin; Ottawa: Lawrence Laybourne; Rome: Tom Durrance.

GENERAL MANAGER
Andrew Heiskell
ADVERTISING DIRECTOR
Shepard Spink

Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago 16, Ill. Editorial and advertising offices, TIME & LIFE BUILDING, Rockefeller Center, New York 20, N. Y. The Associated Press is exclusively entitled to the use for republication of the pictures published herein, originated by LIFE or obtained from the Associated Press.

*the girl in the
Seamprufe slip*

—is every bright, keen young girl who is extremely fastidious about her lingerie. Who likes the dream cut of Seamprufe slips, their firmly anchored straps—their sleekness under summer clothes. Of luscious Bur-Mil* rayon fabric. \$2 to \$3 at good shops everywhere.

*REG. U. S. PAT. OFF.

SEAMPRUFÉ • 148 MADISON AVENUE, NEW YORK

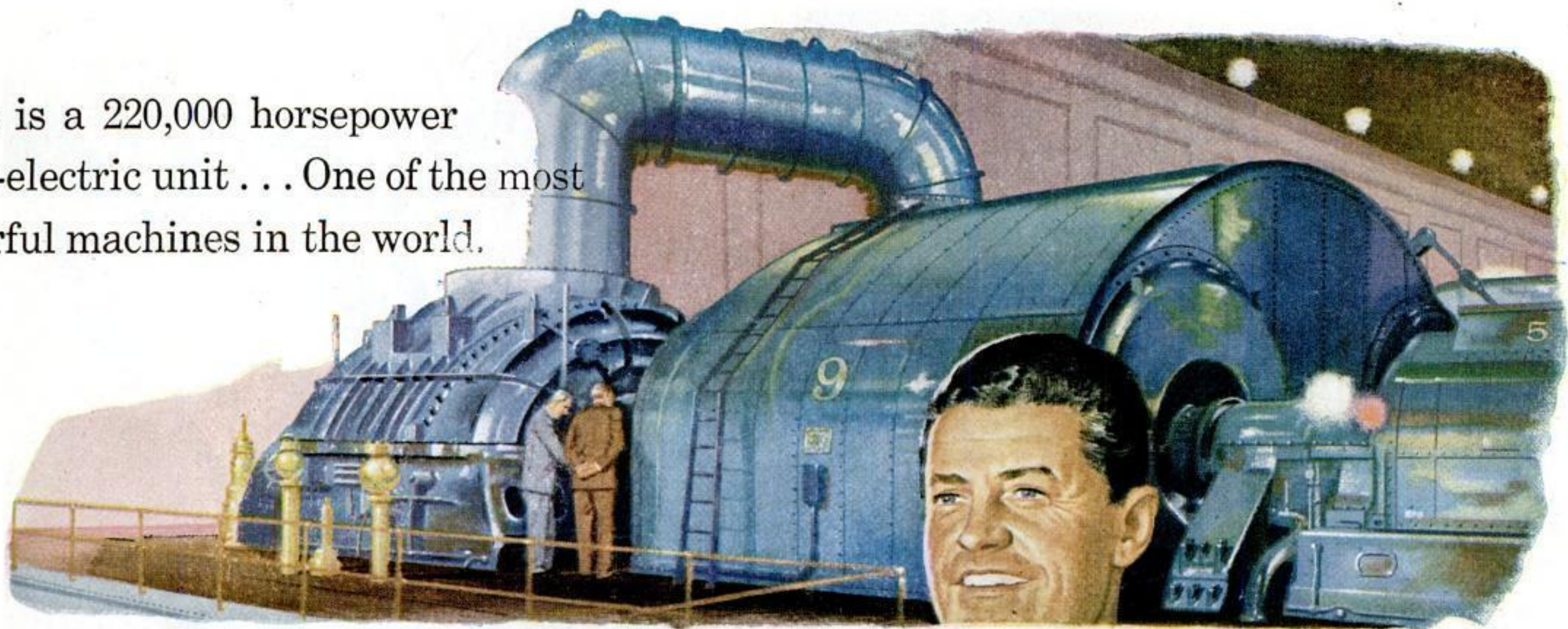
**"We use BOTH
Iodent Paste and Powder
in our family!"**

No. 1 is for teeth easy to bryten—No. 2 for teeth hard to bryten. It is safe—pleasant—quickly brytens even smoke-smudged teeth—and is made by a Dentist.

IODENT
TOOTH PASTE
OR POWDER

Guaranteed by
Good Housekeeping
as effective on
TOOTH AS ADVERTISED THEREIN

This is a 220,000 horsepower turbo-electric unit . . . One of the most powerful machines in the world.



1.



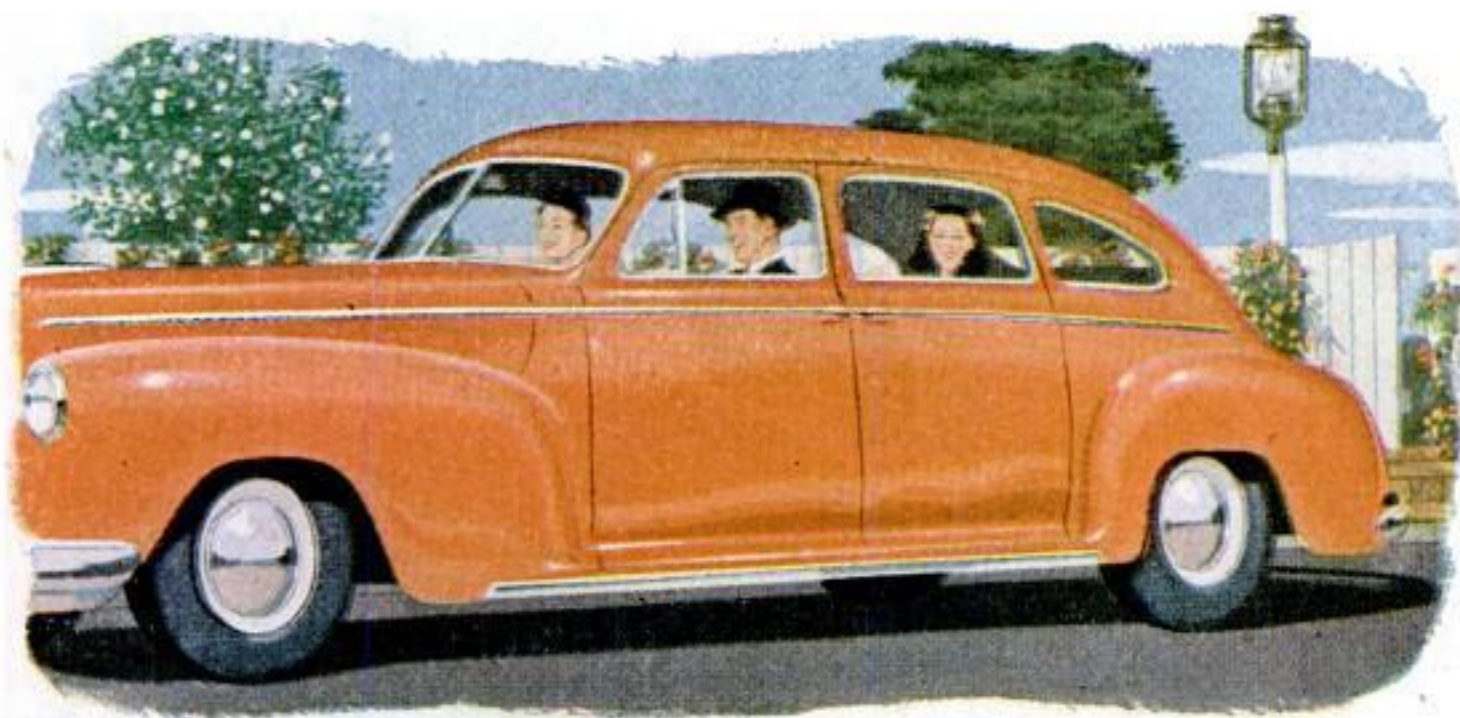
Its power lights great cities . . . drives subways and street cars.

2.



Fluid Drive has been tested and proved on destroyer escorts, submarines, landing craft, trucks and power shovels . . .

4.



Yet it operates on the same Fluid Drive principle you find in a Chrysler car.

3.



. . . And by actually 8 billion miles of smooth, service-free performance in Chrysler cars themselves! For Fluid Drive facts see your Chrysler dealer.

CHRYSLER
DIVISION OF CHRYSLER CORPORATION

5.



Here's why PATENTED,
WATERPROOFED,
EXCLUSIVE

"EXTON" BRAND Bristling is different!

No other brush can make this statement: *The bristles in every Dr. West's Miracle-Tuft Toothbrush have been water-proofed by a special, patented process. This makes them more water-resistant, less apt to get soggy, better at cleansing teeth and different from all other bristles! For "Exton" brand bristling you must get Miracle-Tuft... no other brush can offer it.*

GUARANTEED FOR A YEAR
Thanks to "Exton" brand bristling and superior construction Dr. West's Miracle-Tuft gives 12 full months of effective service. It is guaranteed to do so!

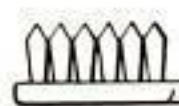
SEALED IN GLASS
This vital health safeguard is the greatest plus value ever put in a toothbrush. And it was originated by the makers of Dr. West's.

IT'S WATERPROOFED, ANTI-SOGGY
Extra cleansing power in every brush-stroke. That's what you get with Miracle-Tuft. Exclusive, patented waterproofing process makes it anti-soggy, longer lasting.



DR. WEST'S COMES IN 3 SHAPES

Copyright 1945 by Weeco Products Company



Good

Straight plane, a brush head shape that is preferred by many dentists.



Better

Professional "Double Convex", for those with smaller dental arches.



Best

Regular "Double Convex", America's favorite design for thorough cleansing.

CONTENTS

THE WEEK'S EVENTS

The Battered Face of Germany.....	21
Editorial: Food for Europe.....	28
Bogart Marries Bacall.....	29
Home Builders Stand in Line Three Days for FHA Permits.....	30
Nazi Poison Vials.....	32
Cabinet Appointments Reflect Political Swing to the West.....	34
English Seashore Resorts Reopen.....	37
U. S. Bases in the Postwar Pacific.....	81

CLOSE-UPS

San Francisco Chef, by Robert de Roos.....	55
The Lives of Winston Churchill: Part III by Charles J. V. Murphy and John Davenport.....	94

PHOTOGRAPHIC ESSAY

Richard Wright's "Black Boy," Photographs by George Karger.....	87
---	----

MEDICINE

Prisoners Expose Themselves to Malaria.....	43
---	----

ART

Primitive American Art.....	49
-----------------------------	----

MODERN LIVING

New Sun Lamp.....	51
Paris Stylists Show Fashions on Dolls.....	77

SPORTS

Girls' Baseball.....	63
----------------------	----

NATURE

Courtship of Birds, Paintings by Roger Tory Peterson.....	69
---	----

OTHER DEPARTMENTS

Letters to the Editors.....	2
Speaking of Pictures: Miss Lace is Gls' Heroine.....	8
LIFE's Reports: No More Monkey Suits? by Donald Nugent.....	13
LIFE Visits Connecticut College.....	112
LIFE's Miscellany: Symphony in Manila.....	118

ALL MATERIAL, WHICH IN THE OPINION OF THE EDITORS INVOLVES MILITARY SECURITY, HAS BEEN SUBMITTED TO COMPETENT MILITARY OR NAVAL AUTHORITY FOR REVIEW AS TO SECURITY. THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

LIFE'S PICTURES

Roger Tory Peterson, who has been doing bird paintings for LIFE since 1937, is now an Army corporal, attached to the Engineers School in Fort Belvoir, Va. On his days off he still finds time to paint birds, like the courtship series on pages 69 to 74. This year Peterson's book, *A Field Guide to the Birds* (Houghton Mifflin, \$2.75), won him the American Ornithologists' Union's Brewster Medal, awarded each year for the most important book on North or South American birds.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—Designed by CHARLES TUDOR & BERNARD QUINT	46—LEONARD ROSSINGER—MYRON DAVIS
2—T. A. P.	49—ANDREAS FEININGER
8, 9, 10—© 1944 by MILTON CANIFF, distributed by CAMP NEWSPAPER SERVICE from "MALE CALL," SIMON AND SCHUSTER, PUBLISHERS	51, 52—ELIZABETH TIMBERMAN
14—Drawing by MATT GREENE	55—© 1945, KARSH, OTTAWA
21 through 27—MARGARET BOURKE-WHITE	56—PETER STACKPOLE—RALPH CRANE from B. S. (2)
29—EDWARD CLARK	57—RALPH CRANE from B. S.
30, 31—LOS ANGELES TIMES—GEORGE LACKS (5)	58—PETER STACKPOLE
32—A. P., U. S. ARMY RADIOPHOTO from ACME—BRITISH OFFICIAL PHOTO from INT.	63, 64, 65, 66—WALLACE KIRKLAND
33—A. P.—BRITISH OFFICIAL PHOTO from INT.	69 through 74—Paintings by ROGER TORY PETERSON
34—EARL HENSE—THOMAS D. MC AVOY, H & E—MARIE HANSEN, map by ANTHONY SODARO & FRANK STOCKMAN, H & E	77—RALPH MORSE
37—LONDON TOPICAL PRESS—A. P.	78—RALPH MORSE—RALPH MORSE—DAVID E. SCHERMAN
38—JACK SMITH	81, 82, 84—Maps by A. LEYDENFROST & ANTHONY SODARO
40—IAN SMITH	87 through 93—GEORGE KARGER-PIX
43, 44—MYRON DAVIS	94, 95—NEW YORK TIMES
	96—CECIL BEATON
	100—DAVID E. SCHERMAN, MYRON DAVIS—BRITISH COMBINE, © PAYER-LONDON
	105—LONDON TOPICAL PRESS
	111—BRITISH OFFICIAL PHOTO
	112, 113, 114, 117—NINA LEEN
	118, 119, 120—CARL MYDANS

ABBREVIATIONS: ©, COPYRIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; H & E, HARRIS & EWING; INT., INTERNATIONAL

Another June

Rung in with chimes for lovers reunited... with a ripening moon, big as a stage prop, to light the garden lawn. Another June to be commemorated with music, with poetry, with perfume... Yardley's own "Bond Street"... a scent as dream-touched as a summer's night. Find it traced through Yardley Lipstick and "English Complexion" Powder, too.

"Bond Street" Perfume:
\$13.50, \$8.50, \$4.50, \$2.50.
Powder: 8 "English Complexion" shades, \$1.
Lipstick: in smooth-glowing colors, \$1.
ADD 20% FEDERAL TAX

YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, Rockefeller Center, New York 20, N. Y.

Some things a man can't tell his son...

As YOUR BOY grows up, there's a fellow-feeling between you and him that grows up too. How satisfying it is to enjoy that increasingly "comfortable" companionship—to talk over many important subjects together, man to man.

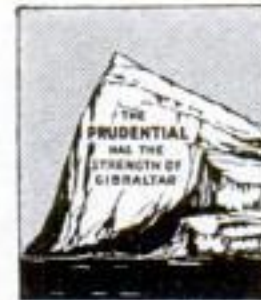
Yet there are some things you feel you cannot tell your son. Perhaps they sound too sentimental. You can't put into words, for instance, how much you love him. And it's not easy to say how sure you are that there's no finer, more promising boy in all the world...

But there is a way for you to show this feeling, so hard to express—and that is through the provision you make for his future. You can tell him about your life insurance... you can explain how much your Prudential policies may come to mean to him some day.

Not many single acts a man can do for his family outweigh in importance the provision of insurance on his life. The Prudential makes

taking out such life insurance a simple matter. There are Prudential policies to suit all family needs, to fit all ranges of family income. And Prudential arranges the paying of the premiums in individually convenient ways. Let your Prudential representative recommend the right insurance for you... why not call and arrange to meet him *today*?

*Listen to the Prudential Family Hour... Music the family loves
... Sundays, 5 p. m., EWT... Columbia Broadcasting System*



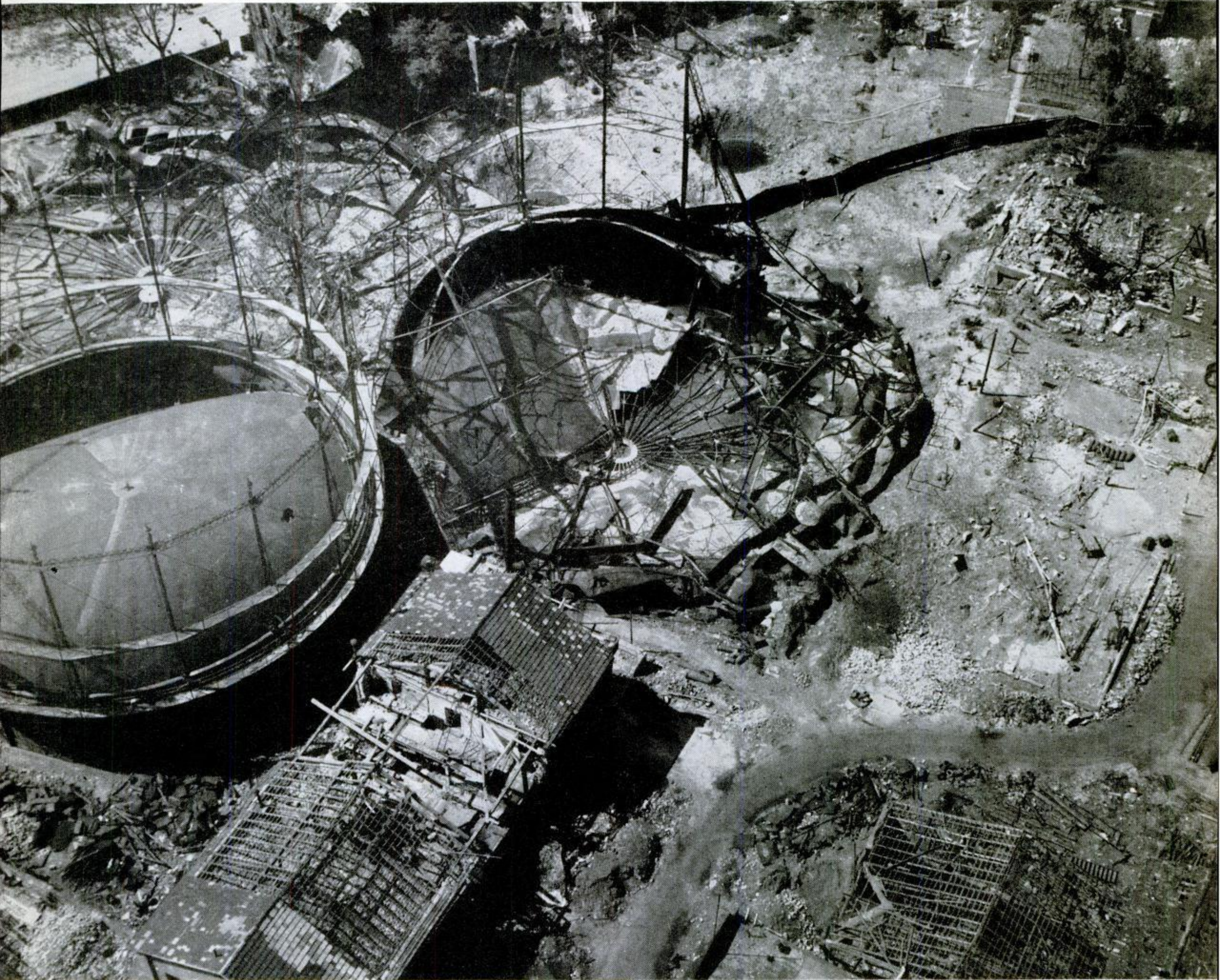
THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



GAS STORAGE TANKS OF I. G. FARBENINDUSTRIE AT LUDWIGSHAVEN, ONE OF LARGEST SYNTHETIC PLANTS IN EUROPE, WRECKED BY RAF AND U. S. 8TH AIR FORCE

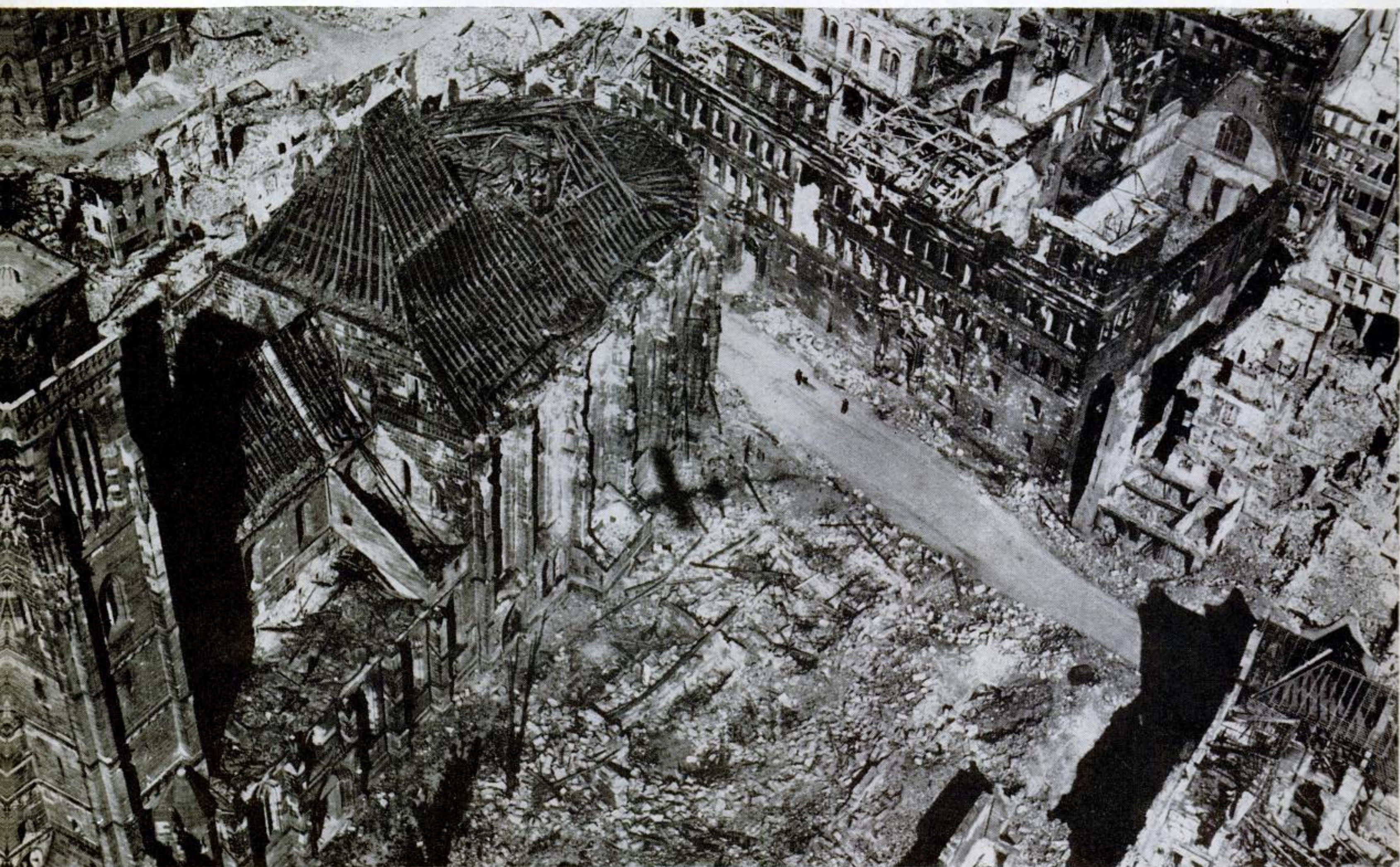
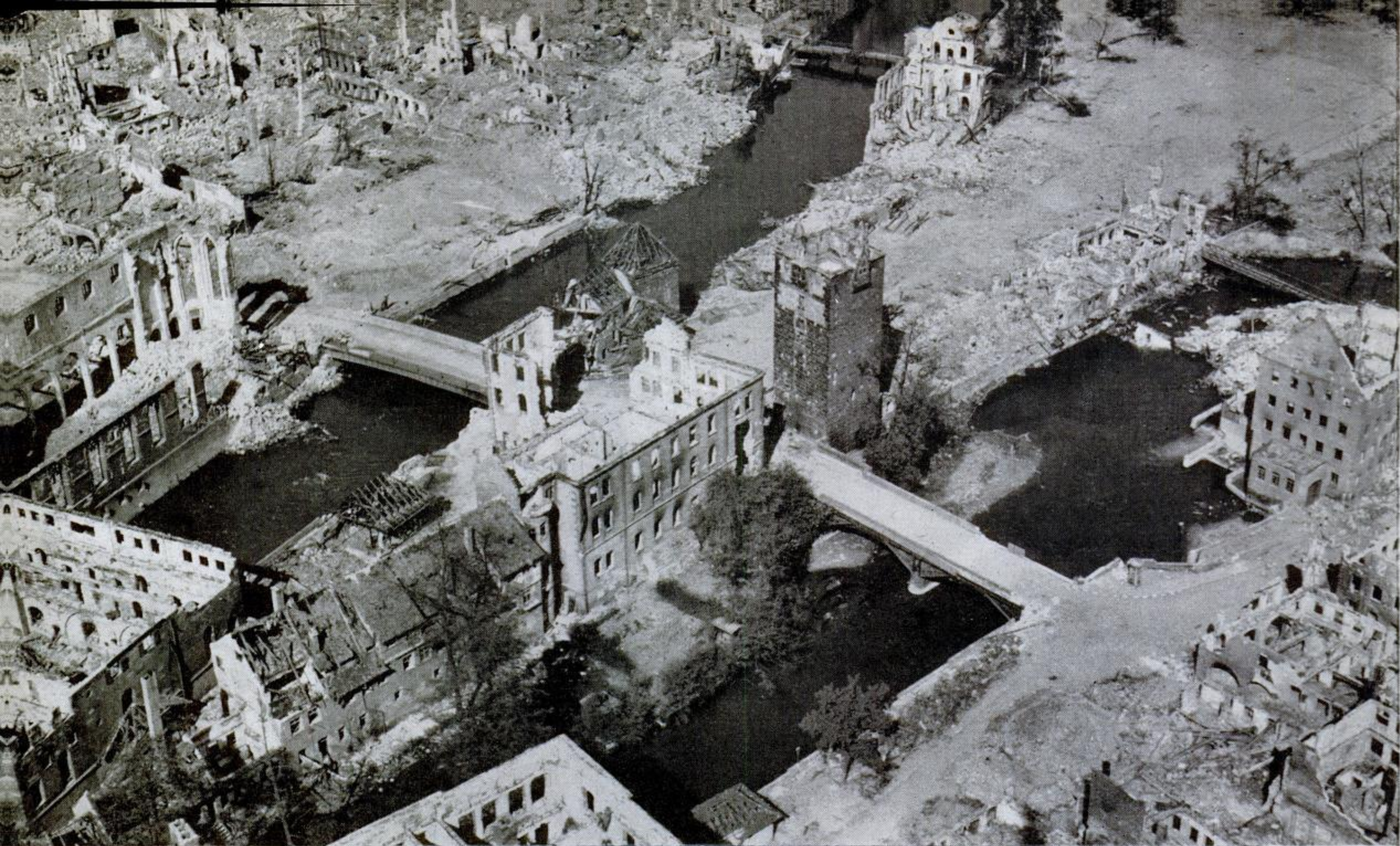
THE BATTERED FACE OF GERMANY

Last week General George C. Marshall, armed with facts and figures about the results of the air war against Germany, had some bad news for the Japanese. In the coming year, he told the Congressional Appropriations Committee, the Allies will drop on Japan two and a half times as many tons of bombs as they did over Europe this past year. This week, while still too early to appraise its ultimate place in the forging of the Allied European victory, it was evident that air bombardment had been sensation-ally successful in hastening the defeat of Germany.

With former high-priority bomb targets now in Allied possession, it is possible to get a clearer look at the physical effects of the bombardment of Germany. On this and the following pages LIFE Photographer Margaret Bourke-White has pictured the face of Germany from the air. These pictures show the devastation of Germany at its worst and reveal the over-all pattern of Allied air strategy. At the war's start the top-priority air objectives were German aircraft plants. By the spring of 1943 these attacks, which had given the Allies clear air superior-

ity, were yielding diminishing returns. Other targets were given first priority. In the closing months of the war, chemical plants and oil refineries were hit hardest and most frequently. Although the Germans went right on producing planes and tanks, they were unable to supply them with enough fuel.

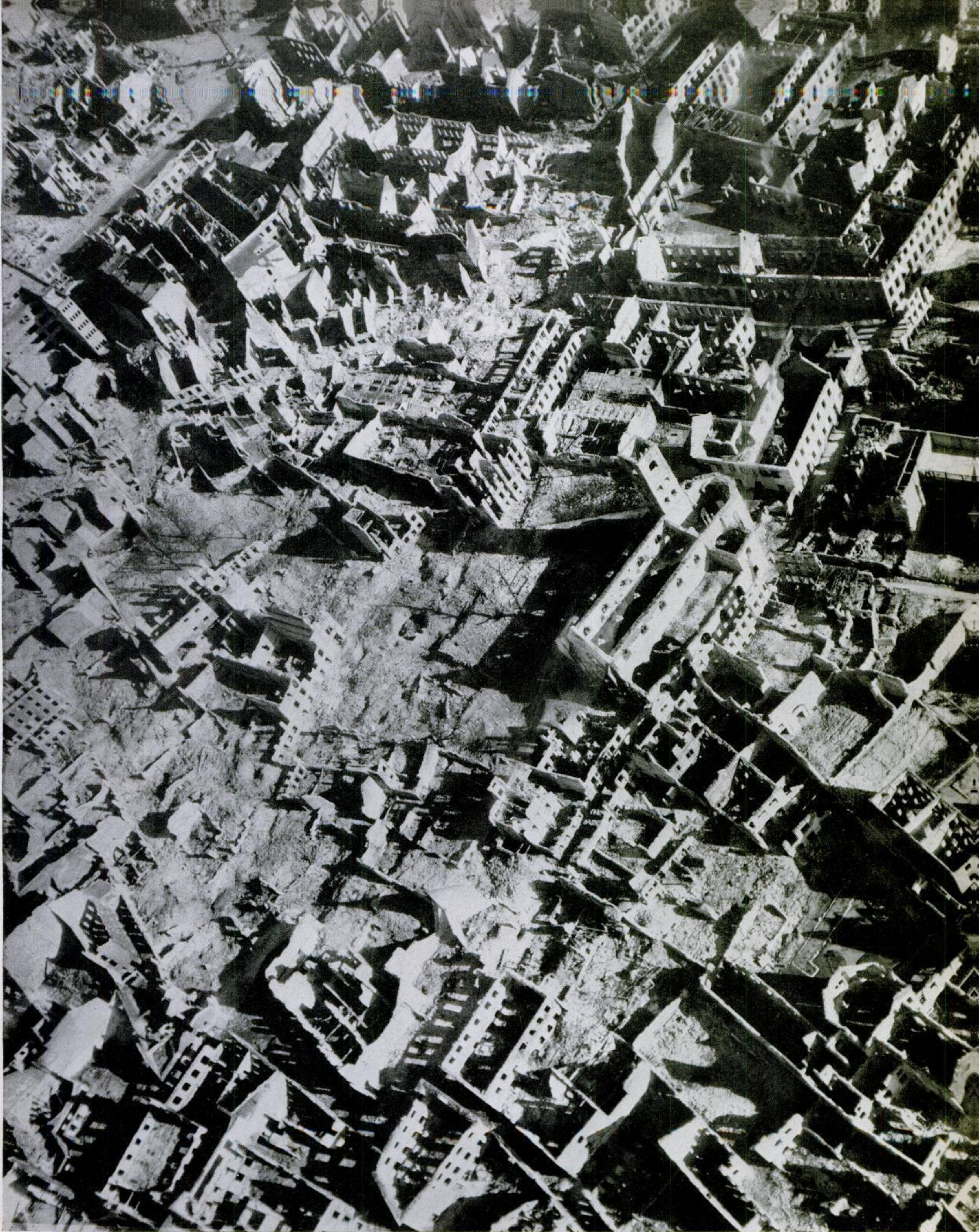
The heaviest destruction was wreaked on the centers of large German cities which are today only dunes of rubble surrounded by gaunt windowless walls. The smaller towns, villages, farm country and even the suburbs of the big cities were relatively undamaged.



CITIES

Two of the most thoroughly destroyed of Germany's great cities are Nürnberg (*above*) and Mainz (*opposite*). Nürnberg, second largest city in Bavaria, was famous for its Gothic churches. One of them, St. Sebaldus, can be seen in the bottom picture. In wartime the half million inhabitants of Nürnberg turned from making beer and toys to production of diesels and dynamos. On Jan. 2, 1945 an RAF night

raid of tremendous proportions wrecked key objectives in the center of the city, leaving skeletal walls and leveled areas pictured. AAF experts estimate that precision bombing destroyed 30% of Nürnberg, including the railroad yards (*see p. 26*) west of Nürnberg. On the left bank of the Rhine is ancient Mainz, once a thriving industrial and transportation center of more than 150,000. Today, covered with



bomb dust, Mainz from the air sometimes looks like the excavated ruins of an earlier civilization, sometimes like the watered-down fragments of children's sand castles. The heavily fortified city had been a strongpoint in the Siegfried Line. As early as August 1942, RAF saturation raids destroyed 135 acres of Mainz with incendiaries and high explosives. Chief objective was the huge chemical factory producing dyes and synthetics. After D-day the U. S. 8th

Air Force hit Mainz ten times, dropping 4,000 tons of bombs. When troops of the 90th Infantry Division of General Patton's Third Army entered Mainz March 22, they found the city a wasteland with fewer than 100 habitable buildings still standing. Despite heavy bombing of these cities, civilian casualties were light. When factories were being attacked the workers huddled in bombproof cellars and concrete shelters. Many plants, frequently repaired, kept operating.



SMALL TOWN

Jülich is a small German frontier town (pop. 8,500) 15 miles northeast of Aachen, 25 miles west of Cologne. In World War II Jülich again became a battlefield as it had been in wars for 2,000 years. When Allied offensive began last winter, Jülich stood between U.S. First Army and Cologne plain. For tactical reasons Jülich became a major air target.

On the day and night of Nov. 16 the heavies of the U. S. 8th Air Force, the medium bombers of the 9th and the Lancasters of the RAF laid a "carpet raid" on Jülich. A carpet raid is an effort to pulverize an area in front of ground troops to facilitate a breakthrough. A pattern is selected (one bomb to be dropped to every 3, 5, 10 or 15 feet)



and the bombs are poured on. The object is to destroy everything standing, to stun, confuse, daze and kill the enemy. At St. Lô and other places this proved immensely successful. German troops who managed physically to survive a carpet raid usually developed battle fatigue or neuroses and were temporarily through as fighting machines. At Jülich the carpet raid itself was devastatingly effective. The First Army drew in its lines to protect U. S. troops from

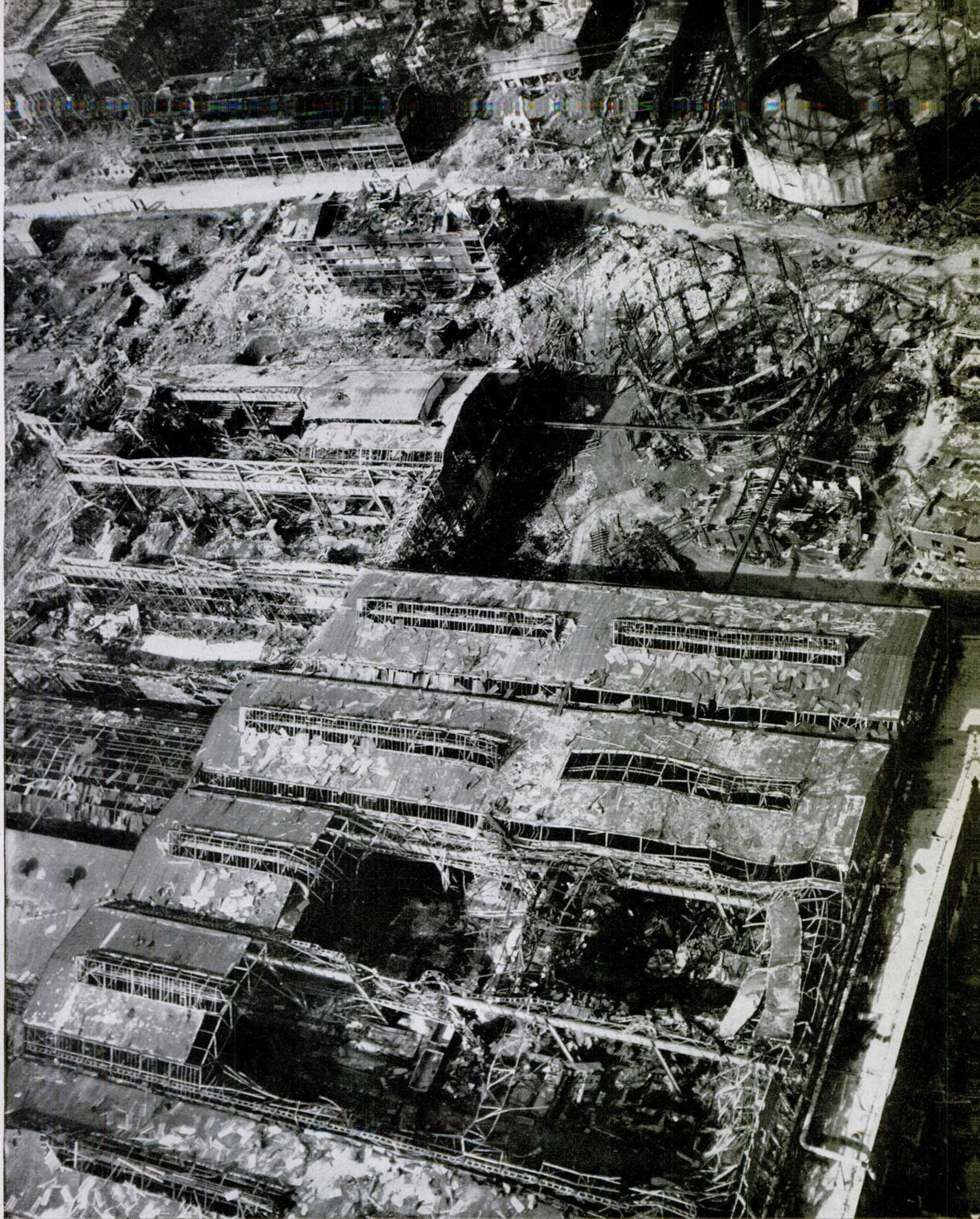
the nervous strain of the bombing. The Germans cagily moved into former U. S. positions and were by-passed by the planes. When the First Army attacked they found the German troops intact, entrenched in Jülich. Mortars were dragged up to knock down the walls. As a result when Jülich (*shown above*) was finally captured on Feb. 23, it was pretty thoroughly leveled. But most towns of Jülich's size, unimportant militarily, were hardly hurt by the war.



TRANSPORT

Just before the Normandy invasion last year the Reich's transport system became the No. 1 target for all bombers, day and night. One of largest railroad marshaling yards in Germany was at Nuremberg (*above*). Seven rail lines converged in this Nuremberg area, most of them running north-south. About 3,000 train loads cleared through these yards daily. U.S. raids over

the target were directed at switches, bridges, trestles. Four AAF raids since D-day blasted these yards with 10,200 tons of bombs, wrecked rails, paralyzing thousands of freight cars. But German railwaymen said last week that the bombers would have been more effective if they had concentrated on main lines rather than yards, where repair crews could quickly mend the damage.



INDUSTRY

A large body of the German munitions plants were located in Essen, a city of 650,000 a few miles north of the Ruhr. The heart of this body was the Krupp Works, Europe's biggest steel plant. Today the city and its heart are a mashed pulp. The picture above shows the center of the Krupp Compound, with wrecked steel mills (*foreground*) and blasted gas tanks (*right background*). Most of

this damage was done by 500- and 1,000-lb. bombs from high altitudes. Despite the raids Alfred Krupp recently claimed his factories were working 50% of capacity until March 11, 1945. On this date 1,000 RAF bombers plastered Essen so thoroughly that even the water supply was cut off. When Americans entered the city seven of Krupp's former 200,000 workers were left in the plant,

FOOD FOR EUROPE

EVEN THOUGH IT MEANS TIGHTER RATIONING HERE, THE U. S. HAS EVERY REASON TO SEND HELP

We have a new Secretary of Agriculture, Clinton Anderson of New Mexico, and his department will also take over the independent War Food Administration. For a country that hasn't been eating as agreeably as it would like, this is good news. The national mouth waters, as though we had hired a new cook. Show your stuff, Clint. How about a nice juicy steak?

Mr. Anderson can hardly bungle the War Food Administration worse than did his predecessor, Marvin Jones. But even though Mr. Anderson comes from a cattle state, and even if he were also a magician, he could not produce steak for the national dinner tonight. Nor can he for a long time. In fact, the food situation is going to get much worse before it gets better. One reason for this may be increased exports for the relief of Europe. So it is time to ask, "Do we want to feed Europe, and how much?"

Best-Fed Nation?

One of the ironies of the war is that Americans, at least statistically, have eaten better during it than ever before in their lives. Our consumption went straight up with our national income, reaching a climax last year when we ate 18% more meat, 27% more chicken, 24% more fluid milk and 9% more of everything else than we had in the years 1935-39. This does not mean we ate all we wanted to. We consumed 147 pounds of meat per capita in 1944 (as against 126 pounds in 1935-39) but the Army got the best cuts and we probably would have consumed 165 pounds if they had been available.

They are even less available in 1945. We will be lucky to average 115 pounds per capita this year. And this is largely the fault of the government. For example WFA, anticipating a sudden end of the war last year, became frightened at the possibility that we might start the peace with a surplus. That would have depressed prices and the American Farm Bureau Federation. So WFA, adopting a "clear the shelf" policy, took many meats and lard off points (an election was also coming) and went out of its way to discourage hog raising. As a result our 1945 meat production is down 10%, though the demand—and the need—is greater than ever.

The sugar supply has also been badly handled. Industrial users of sugar are faced with a 40% cut in their rations for the rest of this year. If we ever were, we are probably no longer the best-fed nation in the world. And yet Europe is counting on us for food. Is that sensible?

The figures on Europe's need for food are spotty and inconclusive. The Deputy Surgeon General of the U. S. Public Health Service, just back, reported very little starvation and a higher general health standard than before the war. Yet he agreed that dangerous times lie ahead. In the liberated countries (except for Denmark) nobody really gets enough to eat unless he can afford the black market, which in Paris sells cats as a luxury item at \$6 each. Some French prison-

ers, just home from Germany, are reported to be not only walking around in their Buchenwald clothes but losing instead of gaining weight on the French diet.

In Britain, where an excellent distribution system keeps everybody well nourished, the uncomplaining people have just celebrated victory by taking another cut in their microscopic meat, bacon and fat rations. In Western Europe the chief sufferers are the children. Rickets are five times as common as before the war and infant mortality has risen. Archbishop Spellman, in France in April, saw a new breed of "wolf children, predatory and skilled in deceit in foraging for the necessities of life."

But there is no time to measure exactly the degree of Europe's hunger, as though one were a headwaiter consulting the appetite of a difficult gourmet. What has happened to Europe as a whole is fairly clear. Its economy, once part of the world food market, was reshaped by the Germans into a continental system in which every French vegetable garden, Norwegian fishing boat and Polish rye field became a part of the war machine directed from Berlin. The disruption of this machine, especially its transportation system, left millions of farms, factories and other economic units as idle as so many disconnected telephones. Normandy's butter surplus turns rancid while Paris goes without. Rome starves for the potatoes that rot on the ground at Avezzano, 46 miles away. Judge Rosenman, reporting on Europe's needs to President Truman last month, put "inland transport" as the No. 1 problem, with coal second. Yet what the European people feel is hunger.

The Children of Europe

Most Europeans lived better under the Nazis than they are living now. This irony might be more tolerable if we had not encouraged their natural hope that liberation would be a physical as well as a moral blessing. Hunger is bad enough, but disillusion may be worse. It is a very real menace to the prestige of democracy and of the U. S. in Europe.

It is our plain duty to help the Europeans back to their feet. It is also our self-interest. The syllogism is simple. Europe's children, rachitic and wolfish, are Europe's future. Europe's future is the future of world peace. The future of world peace is the future of American children. American mothers, who use their children's health as an excuse to buy black market, may well reflect on that.

British and American mess kits are the sole sustenance of many an Italian family today. It seems there is just no human way to march through a country without taking some responsibility for the result. President Truman last week accepted this responsibility. "As a matter of national policy" he asked four major war agencies to grant the necessary priorities for our liberated allies. But to make the policy effective will require more action than that.

Many people think of foreign relief as all taken care of by UNRRA. UNRRA is helping

to handle displaced persons, but it is hobbled by its own and Russian red tape and it was never expected to relieve Western Europe whose countries prefer to buy and pay for whatever they can get. And Western Europe is America's chief responsibility.

Judge Rosenman's report included this pregnant clause: "Allocation of civilian supplies to liberated countries, in all probability, will cut into the ration of the American consumer." American consumers will have to face this fact. But they also have the right to ask in return for this new sacrifice that the administration of relief be handled with skill, boldness and imagination.

A Symbol of Liberation

These qualities were conspicuous in Herbert Hoover's relief job after the last war. He placed over 4,000,000 tons of food in Europe within nine months of the Armistice and fed 16,000,000 children. Our present performance does not begin to compare with that. (UNRRA hopes to have loaded 1,200,000 tons by June 30.) A recent suggestion of Mr. Hoover's for the present crisis therefore deserves attention, for it sounds like the early Hoover, bold and shrewd. The world's wheat reserves are over 20,000,000 tons, nearly half of them in America. Why not mobilize this to take Europe off the bread ration? Three million tons would do this until the next harvest. If the Europeans are starving, bread will keep them alive. If the Europeans are just disillusioned, here is a practical symbol of real "liberation."

It will not be enough, of course. Inland transport, shipping, seeds, breeding stock, fishhooks, machinery, meat, fats, dairy products—all these and more are needed in Europe as fast as we can get them across. Unless we plan to send too little too late, we will have to continue our own rationing and in fact make it stricter. But America is the only country which can supply these things in sufficient quantities to count. Quite apart from humane considerations, the political stake is enormous; it means the difference between one kind of Europe and another. If the American people and their leaders have political imagination, here is their chance to show it.

PICTURE OF THE WEEK: ➡

Actress Lauren Bacall ("The Look"), born 20 years ago as Betty Joan Perske, was married last week to Actor Humphrey Bogart ("The Leer"), 46, in the hallway of Novelist Louis Bromfield's 20-room farmhouse near Mansfield, Ohio. It was her first marriage, Bogart's fourth. The ceremony was performed by Municipal Judge H. H. Shettler who read a service which he said contained a little of everything. Before taking the vows, Bogart drank a Martini, muttered, "Oh, baby," to his bride. After the ceremony he kissed his bride and she gasped, "Oh, goody!" Deeply sun-tanned, she was wearing a doeskin beige dress. Seven sheriffs kept the crowds away.



Lauren Bacall feeds wedding cake to her tough-guy groom,
Humphrey Bogart, after their marriage ceremony in Ohio.



LINE OF APPLICANTS FOR PERMITS TO BUILD HOUSES EXTENDS AROUND CORNER OF LOS ANGELES' MAIN AND 9TH STREETS. THIS PICTURE WAS MADE SUNDAY,

RUSH FOR HOUSES

Los Angeles home builders stand in line three days for FHA permits

Jack J. Tilley, No. 4 in line, sits in his comfortable easy chair and goes over plans for new small houses with his partner, Mark Boyer.

The fruits of victory in Europe blossomed last week in Los Angeles. There the Federal Housing Administration announced that it would grant permits to build 1,000 new homes. Individuals would be allowed one permit each, builders or contractors 25 each. Construction was to be immediate and unrestricted except that the cost of no house was to exceed \$7,000.

Applications were to be received Monday morning, May 21. Early Friday the 18th Jack J. Tilley, representing the Jacmar Home Builders, went to the offices

of the FHA. He had decided to be first in the inevitable line and to make the long wait easier he phoned his partner, Mark Boyer, to bring him a comfortable chair. As soon as the chair was unloaded from Boyer's car and placed in the No. 1 position, three men who had been lurking in the lobby of the building came out into the daylight. They informed Tilley that he was No. 4 because they had arrived ahead of him. They were private detectives who had been hired specifically to stand in line at \$30 per man for an eight-hour shift.

Sunday at midnight one applicant snores away in a chair. Some people made money by standing in for applicants who went home. They were not popular with regulars.

Sgt. R. B. Miller of Los Angeles Police Department got paid for





A DAY BEFORE APPLICATIONS COULD BE FILED. WIVES AND CHILDREN SOMETIMES TOOK PLACES OF MEN SO THAT THE MEN COULD EAT OR GET SOME SLEEP

They represented Allied Contractors, Sunset Homes, Inc. and United Building Co.

By noon that Friday three more builders had joined the line. They brought chairs and camp stools. By noon Saturday 65 people were in line, including some men who wanted to build homes for themselves. Tilley was offered \$2,000 for his No. 4 spot but refused to sell. By Saturday night more than 100 were in line and fights started. Through popular acclaim Tilley was elected *pro tempore* president, asked to maintain or-

der. He gave everybody a number, split the line into groups of ten, appointing one of the ten as local captain. It was decided people could leave the line for brief periods without losing their positions. But nobody could stay away more than half an hour.

On Saturday night friends brought blankets, sleeping bags, cots, pillows. On Sunday the line-standers read the funnies, discussed politics, played gin rummy. By Sunday midnight 200 were in line including a uniformed Los Angeles policeman. By 5 a. m. Monday

there were 450 and the atmosphere was tense. Rumors swept the crowd that the builders up front would get all the permits. Tempers flared. The police were called, immediately asked for reinforcements. A riot threatened until an FHA official stated that everybody in the line would be seen and interviewed, that individual home builders would be given first consideration.

At 8 a.m. the doors were opened and a few minutes later Jack Tilley filed his application. Then he picked up his chair and went home to wait for his permit.

waiting in the line. He was standing in for a building contractor.

Gin rummy games were popular on Sunday. A few applicants went home. A veteran standee said they were people "without the hardening experience of a cigaret line."

First man to file an application to build a home for himself was E. H. Baller. He was 20th in line, joining it Saturday morning.





Leni Riefenstahl, German movie star and director whom Hitler commissioned to film the 1936 Olympic games, and her husband, Jaor Peder Jakus, were taken near Kitzbühel. She denied being a Nazi or Hitler's sweetheart, grew indignant when a GI, to whom she described herself as a movie star, said, "Baby, I've been going to movies a long time and I never heard of you."



Franz Xaver Schwarz, the Nazi Party treasurer (left) and his feline-faced son were captured near Berchtesgaden. The elder Schwarz, 69, joined the Nazis in 1922, gained power by collecting millions from party workers. At U.S. headquarters young Schwarz inadvertently gave away Dr. Robert Ley (opposite page), who was in disguise, by exclaiming, "Herr Doktor Ley!"

NAZI POISON VIALS

They are an easy way out for men
at long last brought to justice

From a Czech who had worked in a Nazi laboratory, U. S. officers last week learned a bizarre fact: the Germans had manufactured more than 5,000 cases of apparently normal rifle cartridges which actually contained vials of lethal acid. After being tested on Russian prisoners, who died in from three to eight seconds, the cartridges were distributed to high Nazi officials.

The results of this German forethought became apparent as the net which Allied victory had thrown

over Germany was pulled taut. Nazis, big and little, resorted to disguise and forged papers in an effort to wriggle through it. These failing, they resorted to their ampules of poison. Himmler gulped one. So did von Friedeberg. Ley tried to. Assuming that Hitler and Goebbels were dead, only one big Nazi fish remained unnetted: Foreign Minister Joachim von Ribbentrop, presumably still a fear-ridden fugitive in Germany, clinging to a slim hope of escape and a vial of poison.

Admiral General Hans von Friedeberg lies in self-sought death under a portrait of Admiral Doenitz, the man he succeeded as head of German navy. Friedeberg signed three German

surrenders (Lüneburg, Reims, Berlin), wept when he signed at Lüneburg. After arrest he asked a British guard's permission to visit his bath. There he took poison, died soon after in spasms.





Doctor Robert Ley, chief of the German Labor Front and founder of the Strength-through-Joy movement, stares balefully after capture by the 101st Airborne Division in a mountain hideaway 45 miles south of Berchtesgaden. Under four days' beard and in blue pajamas, the small (5 ft. 4 in.), vindictive Ley first claimed to be "Dr. Distelmeyer" and when this failed, tried to swallow a poison vial, was stopped. Said he, "Adolf Hitler was Germany's greatest man."

Heinrich Himmler, who as head of the ruthless Gestapo was the greatest killer of modern history, lies dead on the floor of a house in Lüneburg. Himmler was the victim of his own guile. Attempting to cross a bridge near Hamburg in disguise, he displayed forged papers when having none at all would have been less suspicious. Trapped, he crunched contents from a poison vial concealed in his mouth, lay thus three days before being buried in an unmarked grave.





TRUMAN'S 80-YEAR-OLD HOME IN INDEPENDENCE GETS A COAT OF PAINT. MRS. TRUMAN AND MARY MARGARET TRUMAN WERE EXPECTED SOON FOR SUMMER



Tom C. Clark, 45, of Dallas, Texas is Attorney General. He was Assistant Attorney General.

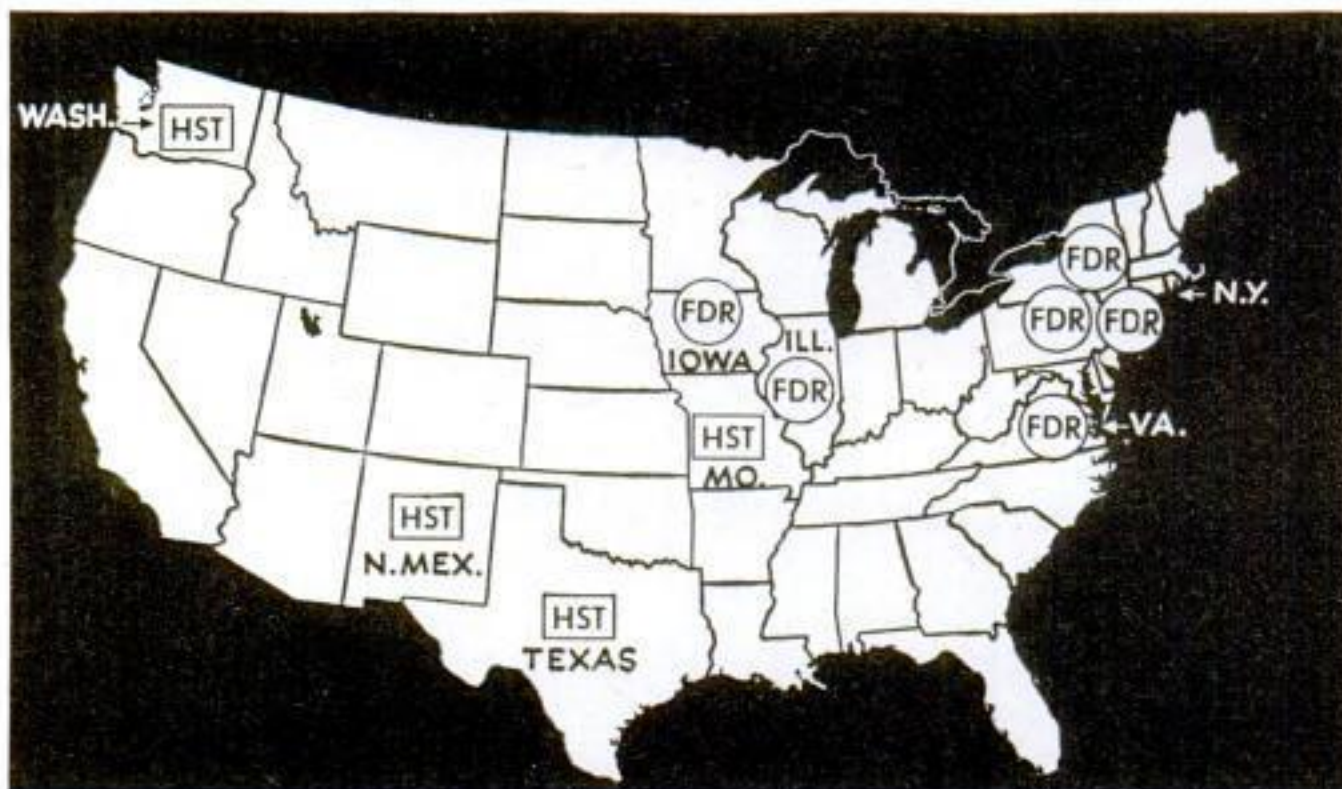


Clinton P. Anderson, 49, representative from New Mexico, is new Secretary of Agriculture.

TRUMAN TURNS TO WEST

New Cabinet members change political balance

The Truman administration is swinging politically to the West. Last week in Independence, Mo. painters were hard at work dressing up the old Truman home as summer White House. In Washington, where the President had appointed many Missourians including several World War I battery mates to top jobs, the West's resurgence was climaxed by the naming of three new Cabinet members, all Westerners. Out were Easterners Biddle and Perkins and Middle Westerner Wickard. In were a lawyer from Texas, a representative from New Mexico, a judge from the Pacific Coast.



Truman's first four Cabinet appointments all live west of Chicago. Six Roosevelt appointments still in the Cabinet come mostly from around New York or Chicago.



Robert E. Hannegan, 41, of St. Louis, Mo. was appointed the Postmaster General last month.

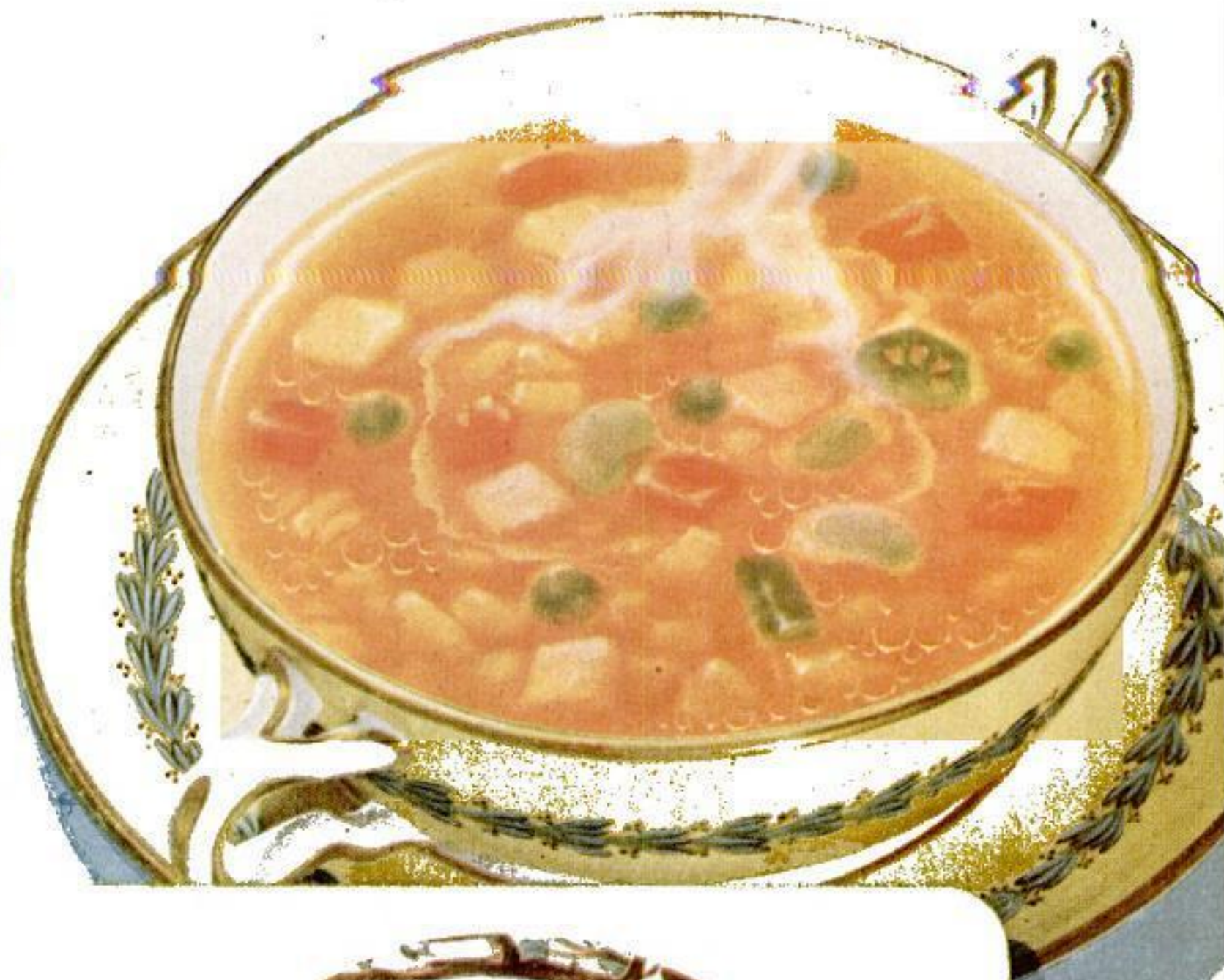


Lewis Schwellenbach, 50, of Spokane, Wash. once (1934-40) Senator, is Secretary of Labor.

READY IN NO TIME — BUT FINE HEARTY EATING

Take a perfect medley of 15 luscious vegetables — add to it a rich beef stock, and you have a soup that's not only a delight to eat but high in nourishment, too. Mothers call Campbell's Vegetable Soup "almost a meal in itself".

CAMPBELL'S VEGETABLE SOUP



SO EASY TO FIX — AND SO GOOD TO TASTE

Yes, this is the soup most folks like best — and "why" needs no explaining. The world's finest tomatoes, red-ripe and full of vitamins are blended with golden table butter to make a soup that's always tempting and ever satisfying.

CAMPBELL'S TOMATO SOUP

A FEW MINUTES DOES IT — AND MAKES A MEAL FESTIVE

Campbell's Cream of Mushroom Soup is just the thing when company comes. But it's also a soup that will give lift and nourishment to your family lunches and suppers. Its "good makings" are fresh hothouse mushrooms and extra-rich cream. A truly wonderful soup!

CAMPBELL'S CREAM OF MUSHROOM SOUP



**GET OUTDOOR TIME
FROM KITCHEN TIME**

You can't add hours to the day—but you can spend fewer of them in the kitchen, if you let Campbell's Soups help you. These soups take only minutes to fix—yet bring to your table hot dishes every bit as tempting and nourishing as though you'd slaved over them. They'll aid your meal-planning these early summer days.

Campbell's SOUPS

When I've Campbell's Soup to heat
And catch a tempting whiff,
I'm always awful glad indeed
It's ready in a "jiff"!

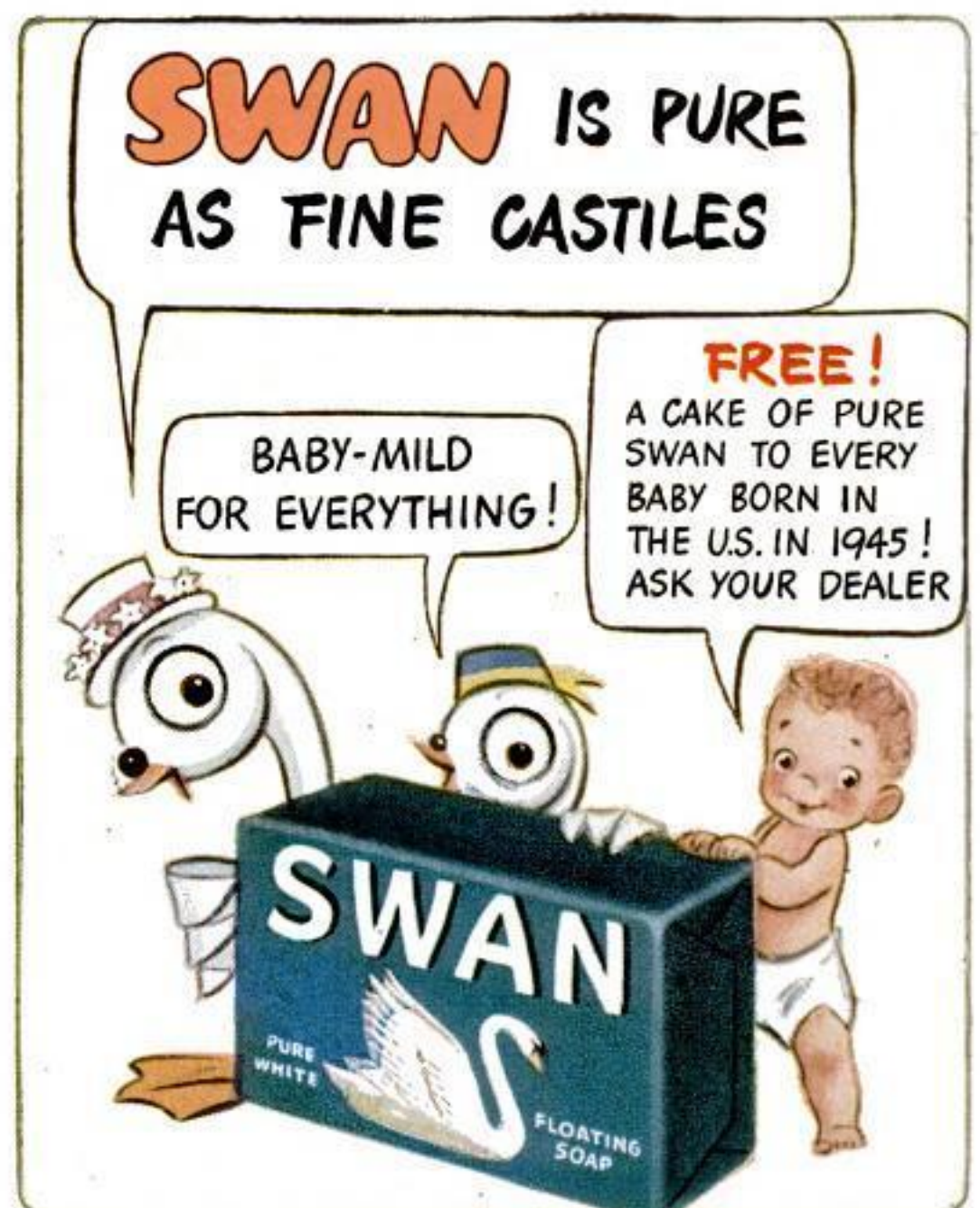
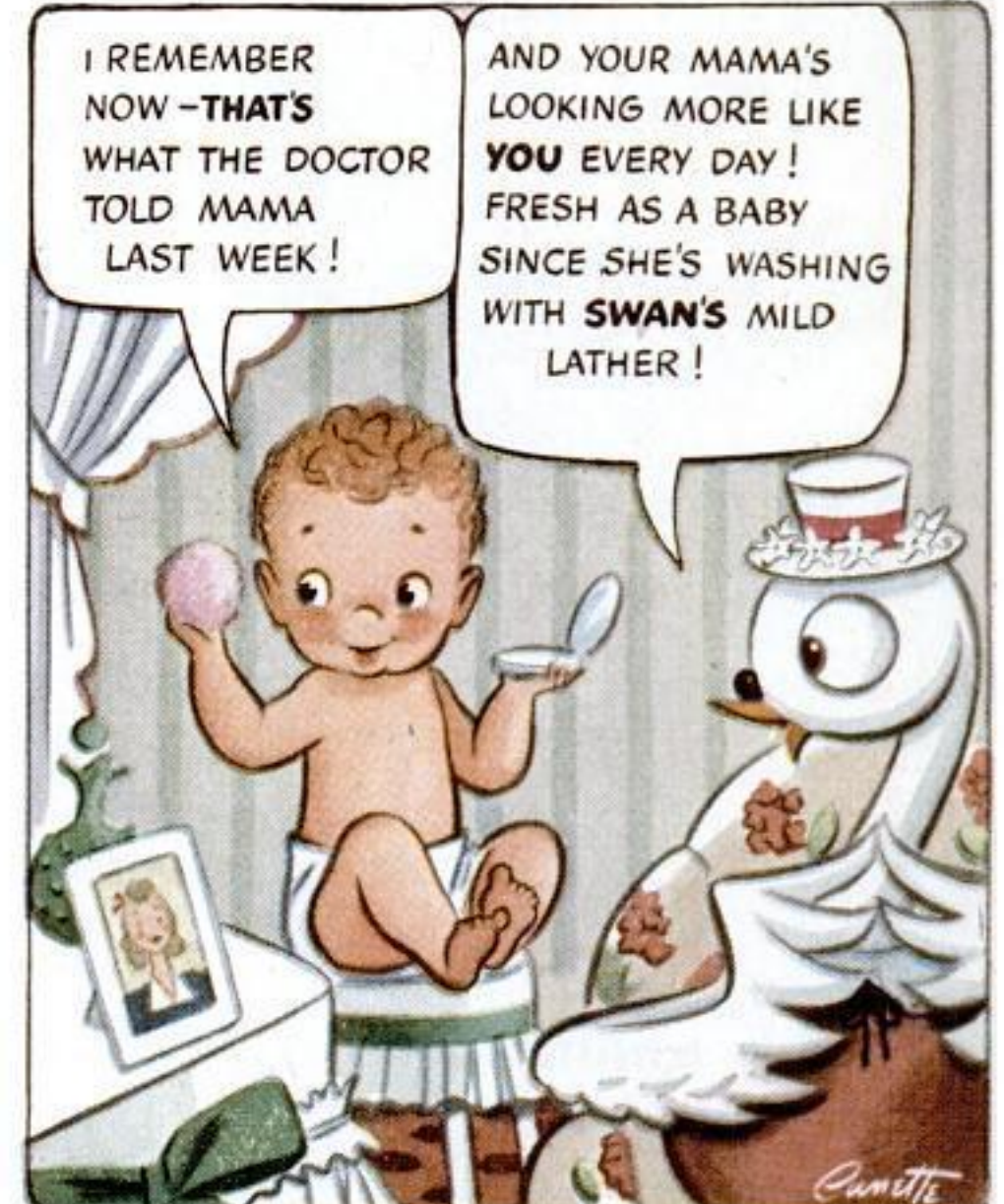


Look for the Red-and-White Label

Copyrighted material

THE CASE OF THE CURIOUS BABY

OR HOW TO FIND OUT WHAT SWAN'S AS PURE AS.



TUNE IN: GEORGE BURNS & GRACIE ALLEN, CBS, MONDAY NIGHTS

UNCLE SAM SAYS — "DON'T WASTE SOAP!"



SOUTHEND, NEAR LONDON, CALLED "LONDON'S LUNG," ATTRACTED A COMPARATIVELY LARGE CROWD. WHILE A FEW SWAM, MOST PEOPLE BROUGHT UMBRELLAS

BRITISH HOLIDAY

Peace in Europe reopens seashore resorts in time for Whitsuntide

V-E Day brought an end to many of Britain's war-time restrictions. The Britishers could get gas for their cars, fly kites, wave handkerchiefs at ships and planes, keep pigeons, leave oars in their rowboats, "spread alarm and despondency" and march in processions. Above all, they could now celebrate their Whitsun holiday week, which starts 50 days after Easter, in traditional fashion—by going to the beach. On May 19, for the first time in five years, the

British people revisited their seashores, sat on the sand, tried out the chilly waters of the Channel and the Irish Sea and reacclimated their stomachs to the amusement park rides. Thousands fought their way into the overcrowded trains which left London and Liverpool every few minutes and made their way to Brighton, Torquay, Hastings, Tenby, Southend, Margate and Blackpool. Once again the wail of lost children, instead of sirens, rose above the British coast.

MANY LONDONERS SPENT THEIR WHITSUN HOLIDAY CLOSE TO HOME ON HAMPSTEAD HEATH. THERE THEY WENT ON AERIAL RIDES (BELOW), VISITED SIDE SHOWS



"MERCY ME"

...sighed the Sergeant



Roaster-fresh coffee made right in the cup

Roaster-fresh because in Nescafé all the fresh flavor of newly-roasted coffee is sealed in by added carbohydrates.

"I'VE LOOKED," moaned the Sergeant, "from the halls of Montezuma to the shores of Tripoli...and still haven't found a roaster-fresh cup of coffee." "You're through lookin'," chuckled the Corporal, quickly stirring up a cup of Nescafé... "Here, try this!" The Sarge did—blinked—and sighed, "Mercy me!...that's it!"

Nescafé is making a big hit with the Armed Forces. It will with you, too. For here's how Nescafé brings you a real high in coffee enjoyment. In a way that only Nestlé's knows, an extract is made from fine coffees fresh from the roaster... then instantly its flavor is sealed in! You release this locked-in freshness by just adding hot water.



The only Army-Navy "E" award in the soluble coffee field is held by the Nestlé's plant at Sunbury, Ohio.

A teaspoonful in a cup
Add hot water it's ready

NESCAFÉ (PRONOUNCED NES-CAFAY) IS A NESTLÉ PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR ★ ★ ★ NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U.S.A.

British Holiday CONTINUED



A ventriloquist at Blackpool mounts ladder with his dummy to entertain youngsters on the beach. Other amusements: donkey rides, "Dodgem Cars," pinball machines.



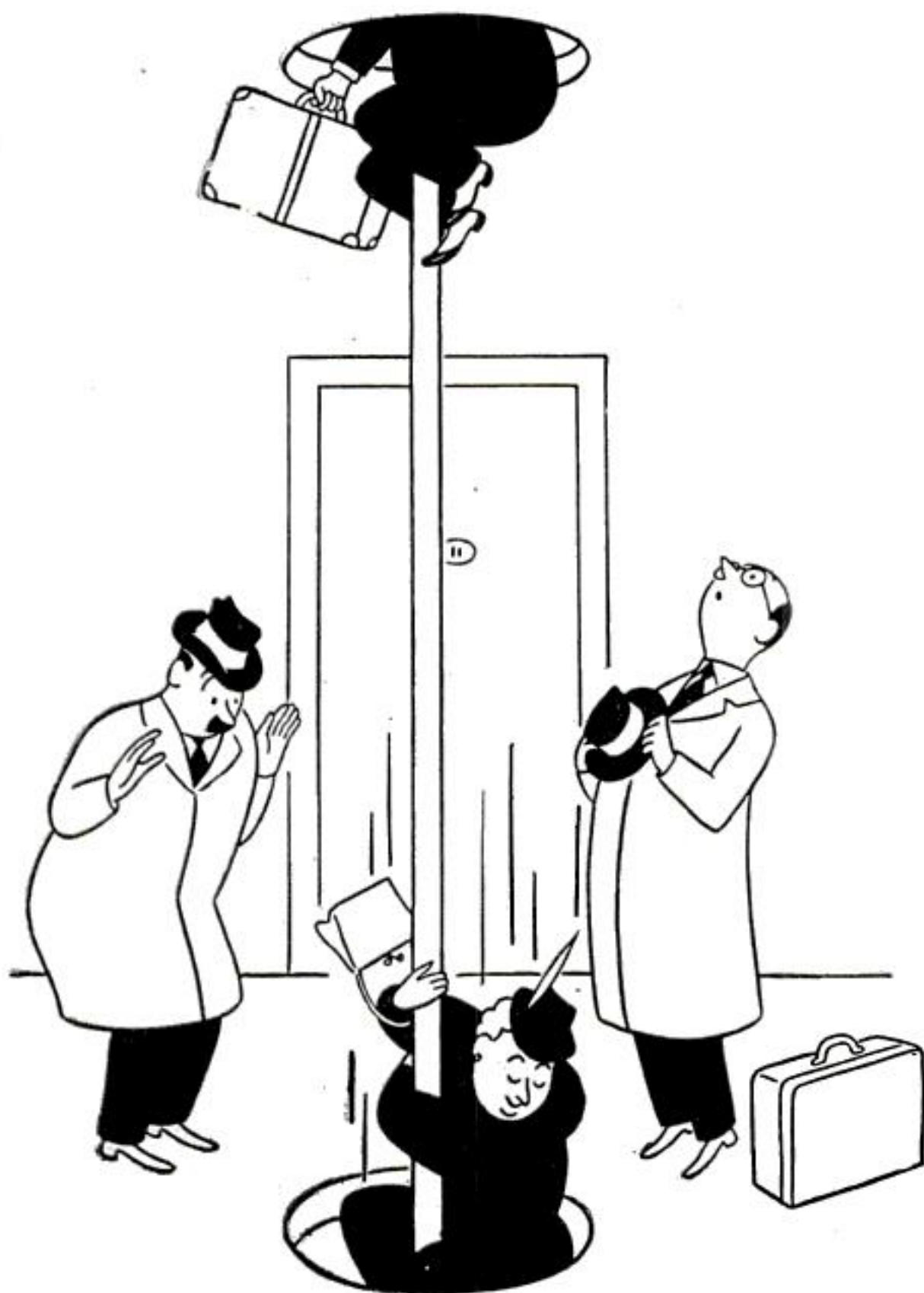
Most families at Brighton spent their holiday sitting on the shell-covered sand. The sky was overcast, weather raw, and most people stayed out of water, dressed warmly.



Few bathers—mostly children—who went in the Channel got little more than their ankles wet. Water was cold and no diving allowed since piers were closed to public.

CONTINUED ON PAGE 40

It never quite
came to this...



and it may never
come to this, but...



Because of wartime calls upon man power, Statler Hotel elevator service occasionally may not operate at the split-second efficiency you have come to expect at a Statler.

Yet, in spite of all this, Statler elevator service has been maintained at a surprisingly high level.

In fact, you will find that *all* the Statler services you knew in prewar days are substantially maintained.

Admittedly, this has been—and still is—a difficult task. So difficult, in fact, that at times it has seemed almost impossible. Yet the job has been done—and the doing has been all the more worth while because of your cheerful co-operation and understanding.

It has always been the Statler policy to make

you as comfortable as is humanly possible. To that end, plans are being made for postwar days.

Meanwhile, the many Statler people who serve you will continue to do their level best to make your visit with us a pleasant one.

**YOUR DOLLARS ARE URGENTLY
NEEDED FOR U. S. WAR BONDS**



HOTELS STATLER IN
BOSTON \$3.85 BUFFALO \$3.30 CLEVELAND \$3.00
DETROIT \$3.00 ST. LOUIS \$3.00 WASHINGTON \$4.50

STATLER-OPERATED
HOTEL PENNSYLVANIA \$3.85 HOTEL WILLIAM PENN \$3.85
NEW YORK PITTSBURGH

Rates Begin At Prices Shown

ENJOY ITS
FRESH FRUIT FLAVOR!

DRINK
Orange-Crush
T. M. REG. U. S. PAT. OFF.
CARBONATED BEVERAGE



• Juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup, filtered carbonated water—that's Orange-CRUSH!
Ask for a CRUSH!

British Holiday CONTINUED



Jack McCarthy and wife Theresa celebrate holiday at Blackpool, on Irish Sea near Liverpool. They ate ice cream cones at a soft-drink "barrow," didn't go in water.



At a wheel of fortune McCarthy watches wife try to win cigarets. They had their weights guessed, rode the switchback railway, helped youngsters ride the donkeys.



At sea-food barrow on Blackpool beach, McCarthys bought shrimps. Beach was not crowded and for first time in years they did not have to queue up and wait for food.

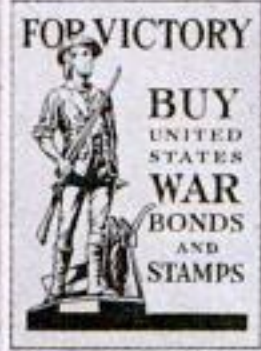
"I'm SO sorry! He thought you were reaching for my ~~K-M~~ toaster!"

Today, millions of housewives are guarding their ~~K-M~~ toasters, irons and other ~~K-M~~ appliances with their lives! For there are no finer, more dependable electrical servants doing duty today! ~~K-M~~ after victory will offer you the same outstanding quality and value. Until then, keep buying War Bonds!

KNAPP-MONARCH
MAKERS OF DEPENDABLE ELECTRICAL SERVANTS FOR 20 YEARS

ELECTRICAL K-M KNAPP-MONARCH SERVANTS

DEFEND THE CONSTITUTION



You said it!
L.S./M.F.T.



Copyright 1945, The American Tobacco Company.

Make it more and merrier—with Jell-O!

WANT TO BE FRUGAL WITH FRUIT?



When fresh fruit is hard to get—and expensive—stretch it with luscious, inexpensive Jell-O! Since Jell-O, too, is sometimes scarce these days, you're making the most of two good things when you put them together!



FRUITED RUBY FLAKES

- 1 package Jell-O (any red flavor)
- 2 cups hot water
- 1 banana, scored with fork and sliced
- 1 orange, peeled and sectioned

Dissolve Jell-O in hot water. Turn into shallow pan. Chill until firm. Break into flakes with fork. Pile lightly into serving dish. Arrange fruit on Jell-O as illustrated. Makes 4 to 6 servings.

NOTE: To prevent darkening of bananas, sprinkle with orange juice.

Ever wonder why people try so hard to find *genuine* Jell-O... why they talk about its "richer taste"? It's because every particle of fruit flavor is "locked-in" the Jell-O crystals—by a process exclusive with Jell-O.

SUNNY CHERRY TARTS

- 1 package Jell-O (any red flavor)
- 1 cup hot water
- ½ cup canned cherry juice
- ¼ teaspoon cinnamon, if desired
- ⅓ cup light cream
- 10 baked 3½-inch tart shells
- 1 cup drained canned red cherries

Dissolve Jell-O in hot water; add cherry juice and cinnamon. Measure ⅔ cup and chill until slightly thickened. Place in bowl of ice and water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in cream. Pile into tart shells.

Chill remaining Jell-O until slightly thickened; fold in cherries. Spoon over whipped Jell-O in tart shells. Chill until firm. Makes 10 cherry tarts.

Notice how extra-tangy Jell-O is—how clearly it recalls the flavor of the ripe fruit itself! But get the real thing—genuine Jell-O with the "locked-in" fruit flavor. It's worth waiting for!



'TIS THE LAST CAN OF SUMMER



It'll be a sad day when last summer's careful hoard of home-canned fruits gets low. Match the sun-ripe flavor of your fruit with Jell-O—then every jar will brighten two meals instead of one!



WHEN THE POTLUCK ISN'T SUCH HOT LUCK



Leftover vegetables are good enough for a family salad—but for "potluck" company they need a build-up. Let Jell-O glamorize and multiply those tasty little odds and ends!

VEGETABLE RICE MEDLEY

- 1 package Lime Jell-O
- 1½ cups hot water and vegetable stock and 2 chicken bouillon cubes
- 2 tablespoons vinegar
- ½ teaspoon scraped onion
- 1 tablespoon pimiento strips
- ½ cup thinly sliced celery
- ⅓ cup mayonnaise or salad dressing
- ½ cup cooked peas or string beans
- 1 cup cooked rice
- ¼ teaspoon celery salt

Dissolve Jell-O in hot liquid. Add vinegar and onion. Measure ½ cup; add 2 tablespoons water. Chill. When slightly thickened, add pimiento and ¼ cup celery. Turn into mold. Chill until firm.

Add 2 tablespoons water to remaining Jell-O. Chill until slightly thickened. Place in bowl of ice and water and whip with rotary egg beater until fluffy and thick like whipped cream. Fold in mayonnaise and remaining ingredients. Add salt to taste. Turn into mold over firm Jell-O. Chill until firm. Unmold. Garnish with escarole, or other salad greens, and egg slices. Serves 6.

WHAT'S FOUND ONLY IN JELL-O?



THAT "LOCKED-IN" JELLO FLAVOR!

Jell-O is a trade-mark owned by General Foods

The Kate Smith Hour—Every Sunday—CBS Network



ARMY DOCTOR WATCHES MALARIA-CARRYING MOSQUITOES BITE STOMACH OF RICHARD KNICKERBOCKER, SERVING 10 TO 14 YEARS AT ILLINOIS STATE PRISON

PRISON MALARIA

Convicts expose themselves to disease so doctors can study it

In three U. S. penitentiaries men who have been imprisoned as enemies of society are now helping science fight another enemy of society. At the U.S. Penitentiary in Atlanta, the Illinois State Penitentiary and New Jersey State Reformatory some 800 convicts have volunteered to be infected with malaria so medical men can study the disease. The experimenters, who are directed by the Office of Scientific Research and Development, have found prison life ideal for controlled laboratory work with humans.

Their subjects all eat the same food, sleep the same hours and are never far away. The prisoners are not pardoned or paroled for submitting to infection.

Prison malaria experiments underline the fact that malaria is still a very serious medical problem. In the U. S. there are 1,000,000 cases a year. The existing drugs (mainly quinine and atabrin) control malaria but cannot keep it from recurring long after the original infection. The goal of malaria research is to find a new drug which will cure the disease permanently.



CAN YOU BARE IT?

Fashion has snipped sleeves to the shoulder, deepened the arm-holes. To wear these charming new sleeves, arm-pits must be smooth as your cheek, sweet as your breath. NEET Depilatory removes underarm and leg hair, leaves skin satin smooth in a few minutes... Use with NEET Deodorant to halt both perspiration and perspiration-odor. Inexpensive!

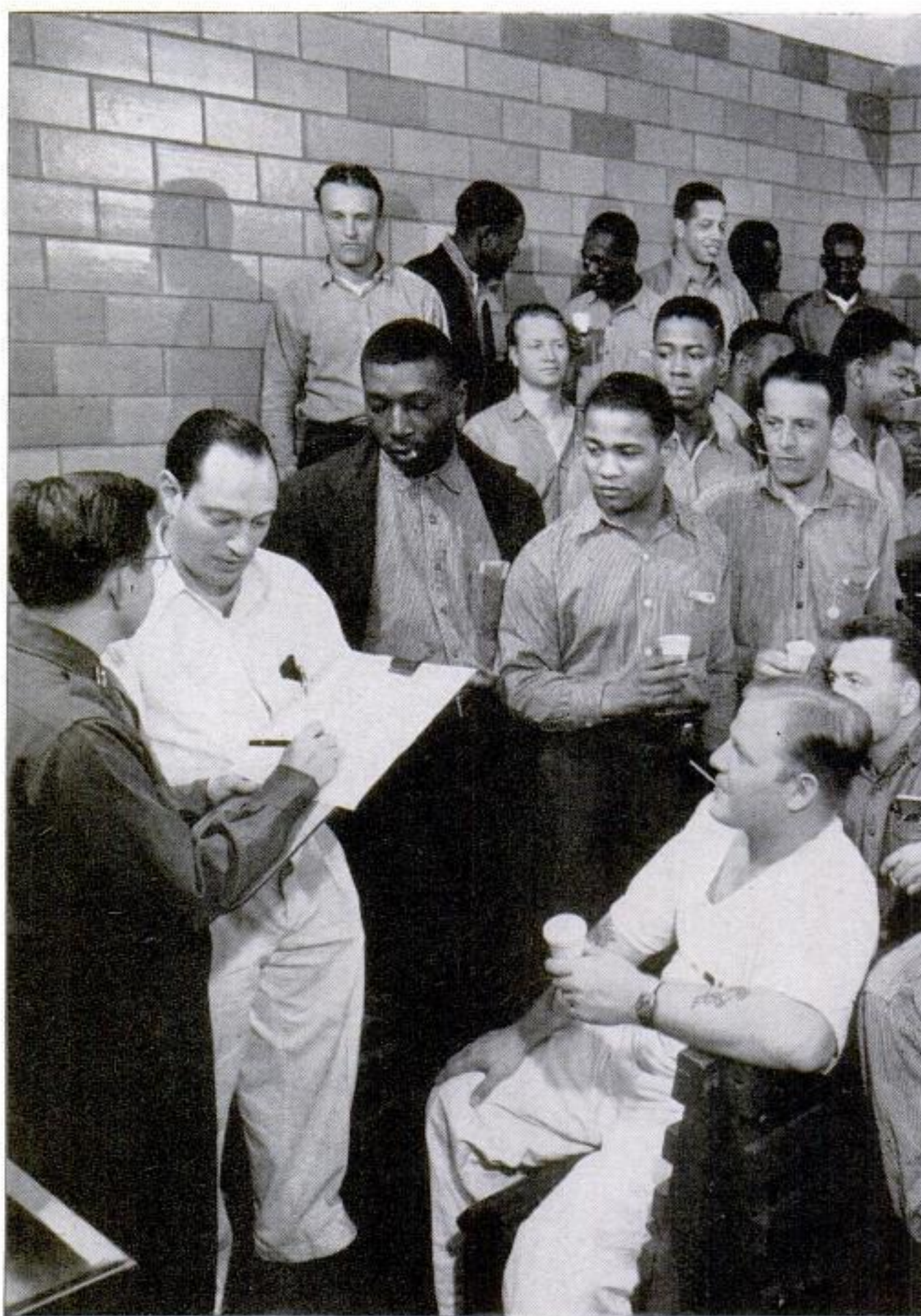
neet

at cosmetic counters
in stores everywhere



BETTER GET NEET TODAY

Prison Malaria CONTINUED



Testing new drugs, prisoners are examined for ill effects. Convict assistant second from left is Nathan Leopold, still imprisoned for his part in the Leopold-Loeb case.



In malaria ward at Illinois penitentiary, Army doctors expose patients to infected mosquitoes. The mosquitoes bite through gauze-covered opening in a glass cage.

I left an office
for **THIS!**



Well, shame on you, the perfect secretary, for not knowing about Sani-Flush. It is the quick, easy, sanitary way to keep toilet bowls spic and span. With Sani-Flush handy, you don't need to bother with disagreeable scrubbing to remove ugly stains and germ-laden film.

Sani-Flush does a better job too. Unlike ordinary cleansers, it works chemically, reaching hidden areas, removes a cause of toilet odors. Also disinfects. Doesn't injure septic tanks or harm toilet connections. (See directions on can.) Sold everywhere in two convenient sizes. The Hygienic Products Company, Canton 2, Ohio.

Sani-Flush

QUICK
EASY
SANITARY



YOU CAN'T BEAT this to relieve itching of SKIN and SCALP IRRITATIONS



So Many
Druggists
Say!

Here's a Doctor's formula — Zemo — a stainless liquid which appears invisible on skin — yet so remarkably soothing that first applications promptly relieve itching, burning of Eczema, Psoriasis and similar skin and scalp irritations — due to external cause. Zemo ALSO aids healing.

Apply clean, stainless invisible Zemo any time. It won't show on skin. Buy Extra Strength Zemo for mean cases.

ZEMO

SAVE PAPER

Over 700,000 different items used by our armed forces in the Pacific must be double and triple-wrapped for protection against tropical climates. Won't you help by sharing this magazine, then turning it in for salvage?

KILLS ROACHES

WATERBUGS — CRICKETS — SILVERFISH

Get sanitary long-lasting, ready to use Gator Roach Hives. Put tubes on shelves, in drawers—or anywhere. Insects eat the bait. It kills all. Can't be tracked about. Nothing to mix, spray or dust. Three pkgs. post-paid for \$1. if your dealer has none. De Soto Chemical Co., Ave. 6-M, Arcadia, Fla.



CONTINUED ON PAGE 46

This War Called LOVE!

It's terrific . . . when
a flyer with a record of quick
romances, dates a cutie who's
willing to be a post-war cap-
tive but not a furlough casualty!




ROBERT YOUNG · LARAINÉ DAY

Those Endearing Young Charms

with ANN HARDING
and introducing BILL WILLIAMS

Produced by BERT GRANET • Directed by LEWIS ALLEN
Screen Play by JEROME CHODOROV






28 WORLD'S FAIR GOLD MEDALS

Longines

The World's Most Honored Watch

Product of Longines-Wittnauer Watch Co. GENEVA

NEW YORK



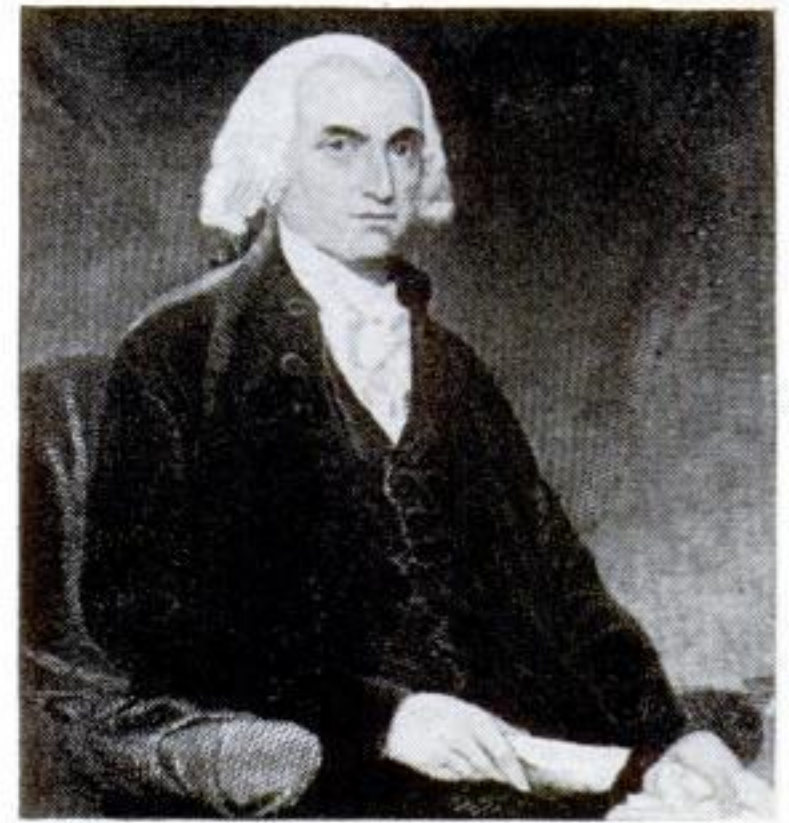
TEN WORLD'S FAIR GRAND PRIZES



Violent chill is the first stage of malaria attack. The patient above is an inmate of Atlanta penitentiary, where prison malaria experiments were begun and developed.



Fever, often as high as 106°, follows chill of 20 to 60 minutes' duration. Some of prison cases are allowed to progress considerably before they are treated with drugs.



Writer of Rights!



Scholar with profound knowledge of statecraft, talented of tongue and possessed of the persuader's gift... James Madison drafted most of the Constitution, was chief advocate of the Bill of Rights... clarified, met objections, proved advantages... and endowed America with imperishable instruments of government...

Madison's epochal papers were penned with quill... Now men have finer pens—Inkographs, fast acting, precision made, with 14kt solid gold ball-like point that won't bend or spread... writes with the ease of a soft lead pencil... unfailing in use... dependable for years.

Men in service prefer Inkographs. If your dealer has none, try again.

The name Inkograph on the barrel marks the genuine... Sorry, no mail orders—only dealers can supply you.

INK-O-GRAPH\$2
Inkograph Co., Inc., 200 Hudson St., N.Y.C. 13



with ENDERS SPEED SHAVER

With an Enders Speed Shaver—you don't have to worry about blade scarcity. You can buy the new Enders Strop outfit and make every double-thick Enders blade do the work of a dozen ordinary blades. Here is your chance to really save steel and get "new blade" smoothness every shave. Get an Enders Speed Shaver at your drugstore.

Send \$1 for Enders Special Strop—can be used only on Enders Speed Blades.

ENDERS SPEED SHAVER
DURHAM-ENDERS RAZOR CORP., DEPT. A, MYSTIC, CONN.

PAPER IS STILL A NO. 1 WAR MATERIAL SHORTAGE

The Pacific War is calling for thousands of tons of paper packaging to protect vital supplies against tropical climates. Won't you help by sharing this magazine with others—then turning it in for salvage?

IRON GLUE

MENDS FURNITURE

Easy to use. No mixing. Also mends toys, models, wood, china, glass, leather, most anything. Sold "most everywhere"—10¢ bottles or larger sizes from ¼-pint up. McCormick & Co., Baltimore 2, Md.

AN ELEPHANT FOR STRENGTH

ENGINEERED BY AUTOCAR!



A limited quantity of new, heavy-duty Autocar Trucks are now being built by government authorization. A fortunate few haulers of essential loads can get them. Maybe you can qualify.

Superbly engineered . . . and don't doubt that for a minute. Superbly engineered and precision-built for any man-sized job under any kind of going. Autocar Trucks are famous trucks for heavy-duty hauling. All our resources and resourcefulness go into their manufacture. Autocar Trucks cost more *because they're worth more.* Ask Socony-Vacuum. They buy many Autocars.

Follow the Leaders, for They Know the Way

AUTOCAR TRUCKS

Manufactured in Ardmore, Pa. • Serviced by Factory Branches and Distributors from Coast to Coast





Crush it!..



Knot it!..

Colors of America's Great Outdoors

Wembley

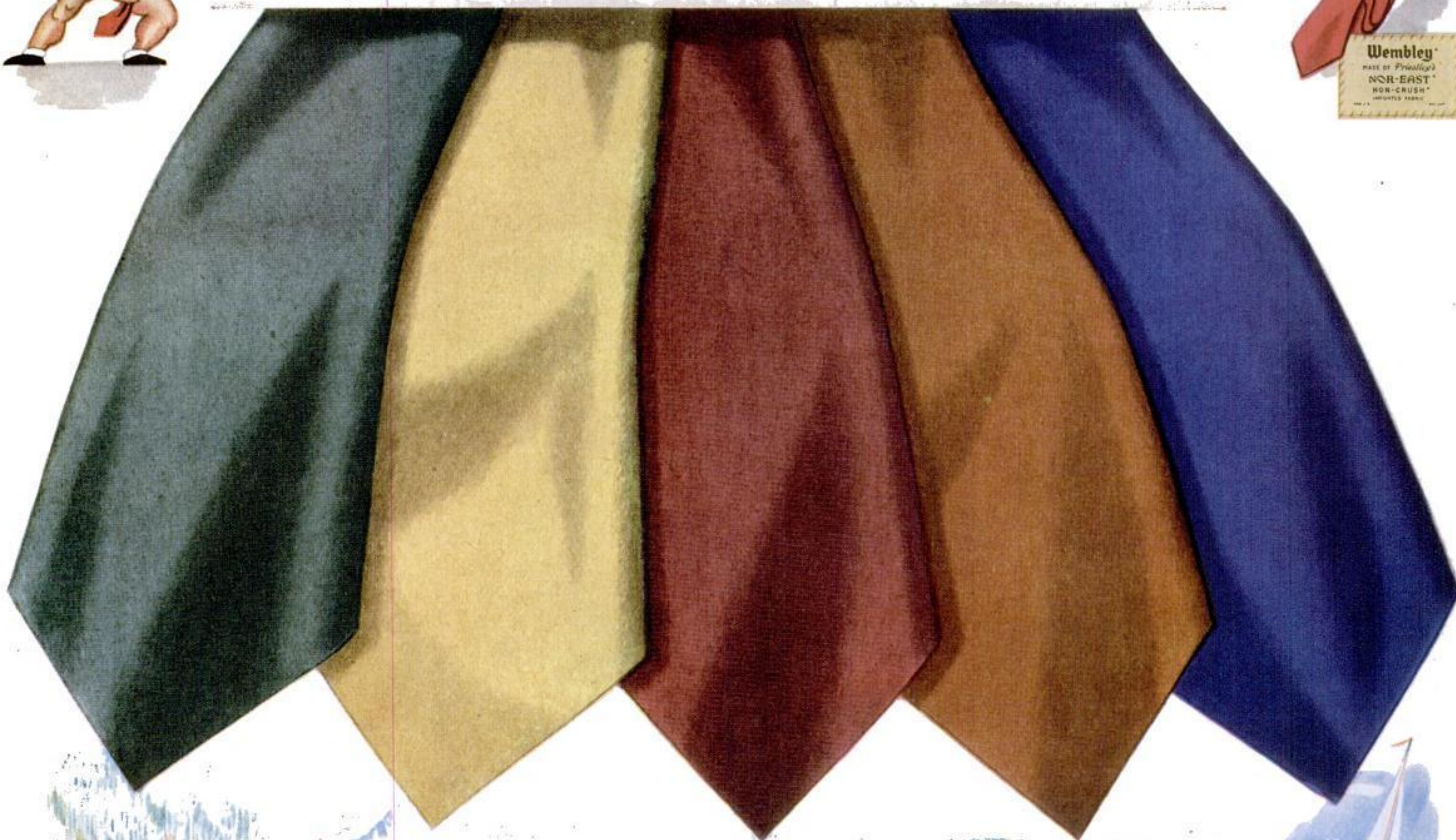
NOR-EAST NON-CRUSH TIES

for Father's Day 1945

Twist it!..



Not a Wrinkle!



EVERGLADES GREEN



YUKON GOLD



CHEROKEE RED



MALIBU BROWN



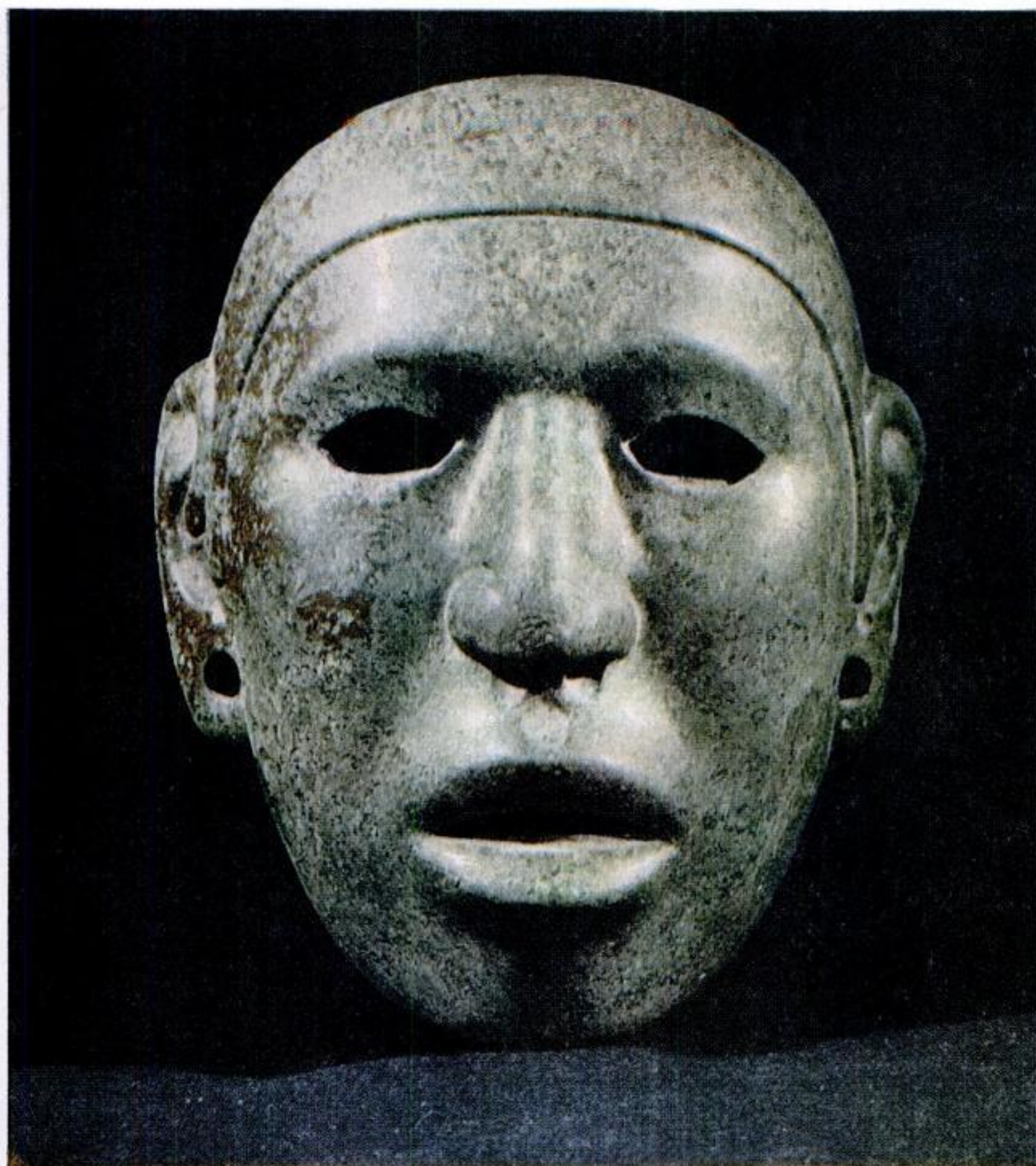
BAR HARBOR BLUE

*Priced
One Dollar*

Quality—far beyond the price

Wembley Nor-East Ties are limited now in *quantity*; assortments will increase as more of this *quality* fabric is available from England. Meanwhile, choose these same colors in Wembley's new wartime all-wool fabric—at better stores everywhere.

COPYRIGHT 1945, WEMBLEY, INC., NEW ORLEANS



Stone mask from eastern Mexico is one of finest ever found. Facial contours are highly stylized, probably do not resemble those of any actual person. It is more than 600 years old, was probably made for mummy.



Golden statuettes represent musician and dead man, who has vultures devouring his body. The figures were made to be hung from cords around neck.



Lip plug is facial ornament which was inserted in slit in lower lip. Serpent's tongue is movable. In Aztec Mexico only royalty could own gold ornaments.

PRIMITIVE AMERICAN ART

When the Spanish conquistadors arrived in the Americas they found a flourishing native civilization which extended from California through Central America and down the Andes. Without knowing the potter's wheel and using only stone tools, the Aztecs, Mayans and Incas managed to create objects of such exceptional beauty that even the highly civilized Spaniards were struck with admiration, looted the Americas for the golden trinkets. Metalwork art, which originated in South America before 1000 A.D. and spread north, died after the Europeans came. One of the best existing collections of primitive American art is at the American Museum of Natural History in New York City. The objects shown here appear in a permanent exhibition there.



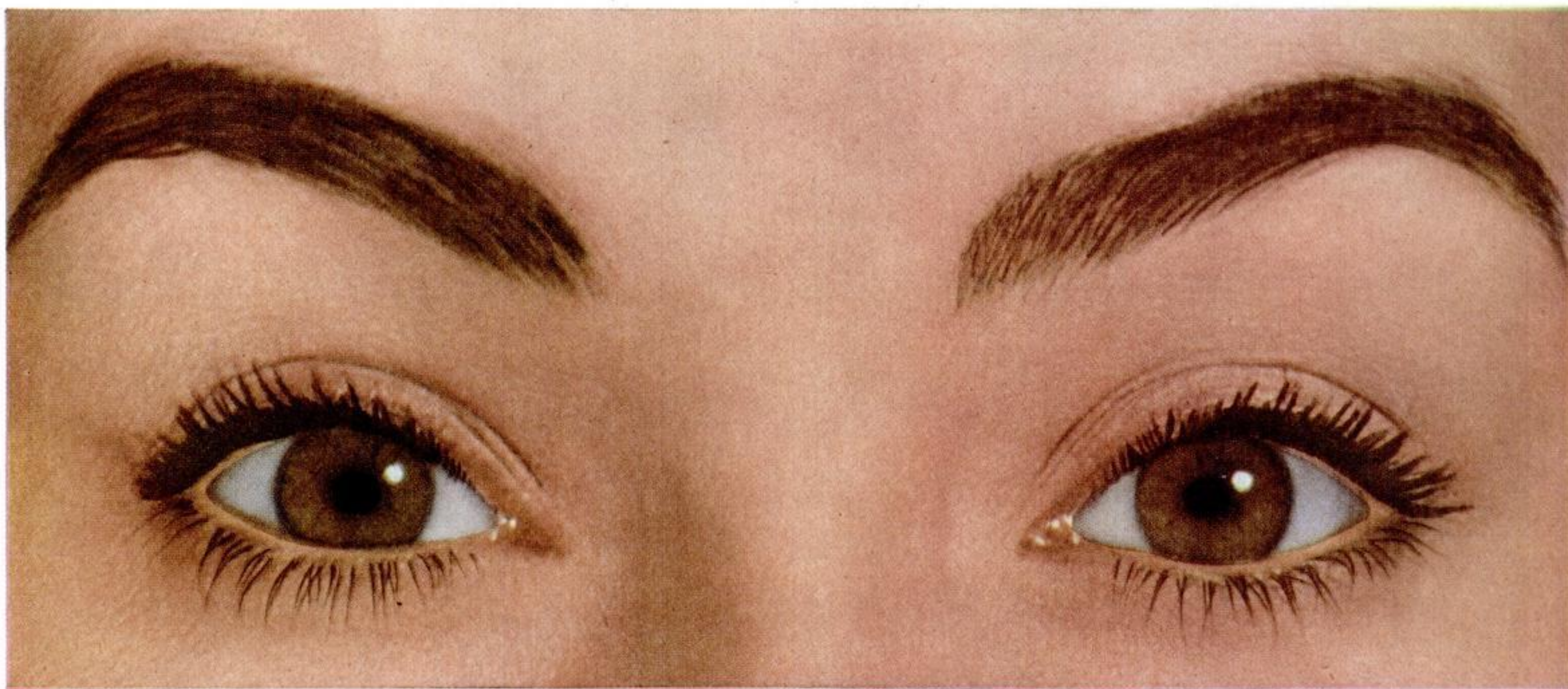
Pottery figures of people, dogs were customarily placed in graves. Enlarged head on small body with great attention to hands, ornaments, other small details is typical. The dogs are the kind Mexicans raised for meat.



Stylized bird of prey holds captured frog in beak. Ornaments like this are still found in old tombs. Currently Costa Rica is richest hunting ground.



Frog, alligator and crab were associated with the supernatural by primitive Americans. They worked in gold because it was plentiful, easy to manage.



“I like to SEE what I buy!”

**And the day will come when you
can . . . through Cellophane**

Today, most of the Cellophane produced is used by our Armed Forces—so the supply available for essential civilian uses is very limited. It will not be long, we hope, before you will again see many of the products you buy in their pre-war, transparent dress.

And this will be important to shoppers—for we all like to see what we buy. We like to examine, judge and select the variety and quality preferred—to know that our purchases are protected against loss of freshness and flavor, clean and free from contamination.

After its war service is over, Du Pont Cellophane will be back on the counters of America—*showing* what it *protects*.

BUY WAR BONDS . . . AND KEEP THEM!

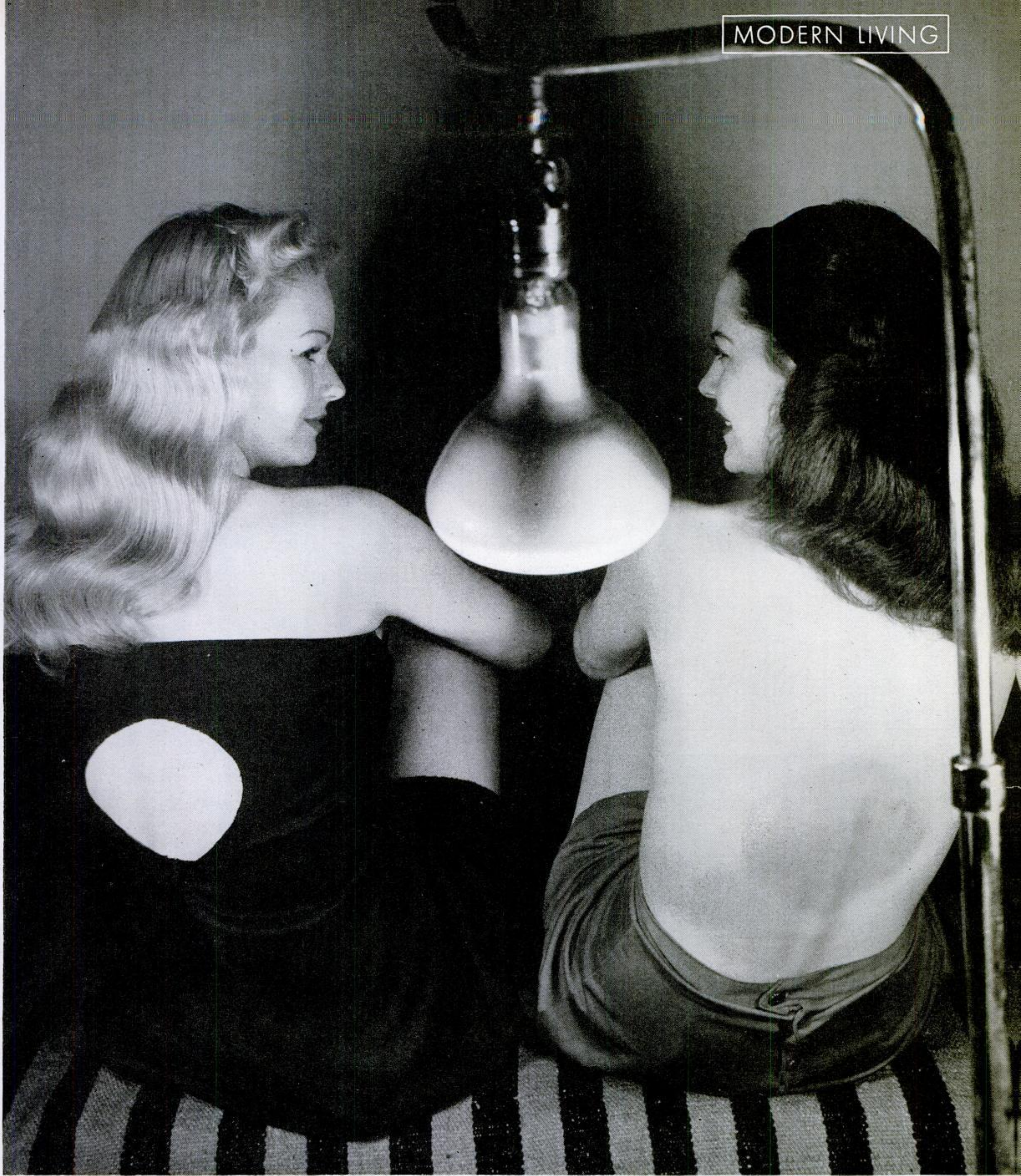
A product of Du Pont research



Cellophane



shows what it protects



EFFECT OF SUN LAMP IS SHOWN ON GIRL AT RIGHT. SPOT WAS RESULT OF 12-MINUTE EXPOSURE THROUGH HOLE IN CLOTH LIKE THAT WORN BY GIRL AT LEFT

BULB-SIZED SUN

New lamp is self-contained source
of summer-strength ultraviolet

The two girls in the picture above are taking a sun bath. Their artificial sun is a 7 x 5 in. bulb screwed into the bridge lamp in the foreground. It contains all the ultraviolet-producing apparatus which used to require a big reflector, a special stand and a heavy transformer.

This light-bulb sun lamp, developed by Westinghouse Electric Corp., was put on the market late in 1941 and withdrawn almost immediately when war began. It is now being made once more. At present

it sells for \$15 but Westinghouse expects to manufacture several million and bring the price down.

The bulb tans the average person almost as well as bright summer sun and helps to activate vitamin D in the body. It may be screwed into any ordinary light socket and, used with care, does not require goggles. It also gives out a warm, bright light. For these reasons it can be used as a combination shaving and tanning light or screwed into a bathroom ceiling fixture to light and irradiate the whole room.



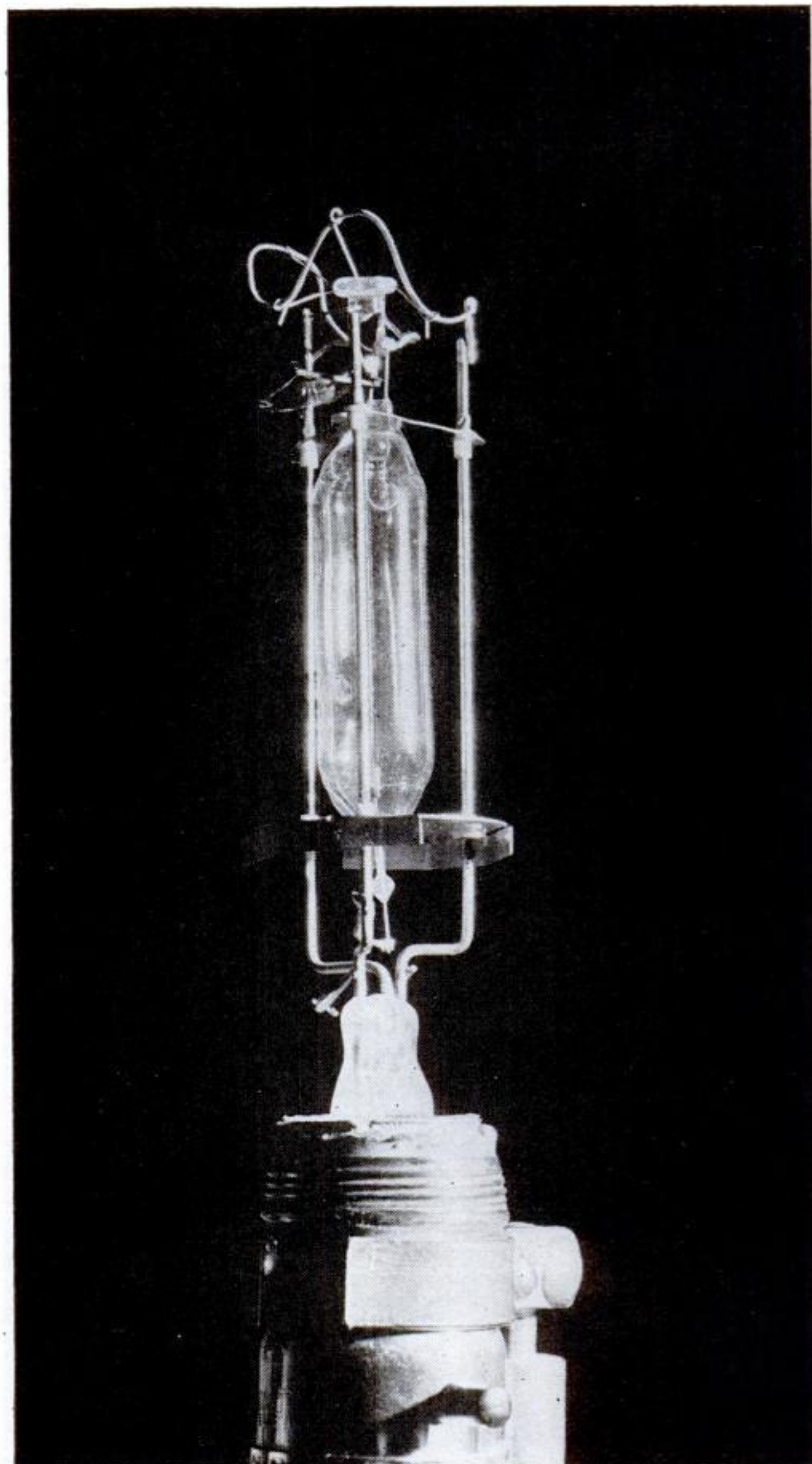
"Tho I've pots, pans and kettles galore
I could easily clean even more,
For here in Detroit
We are very adroit
And all of us simply adore . . .



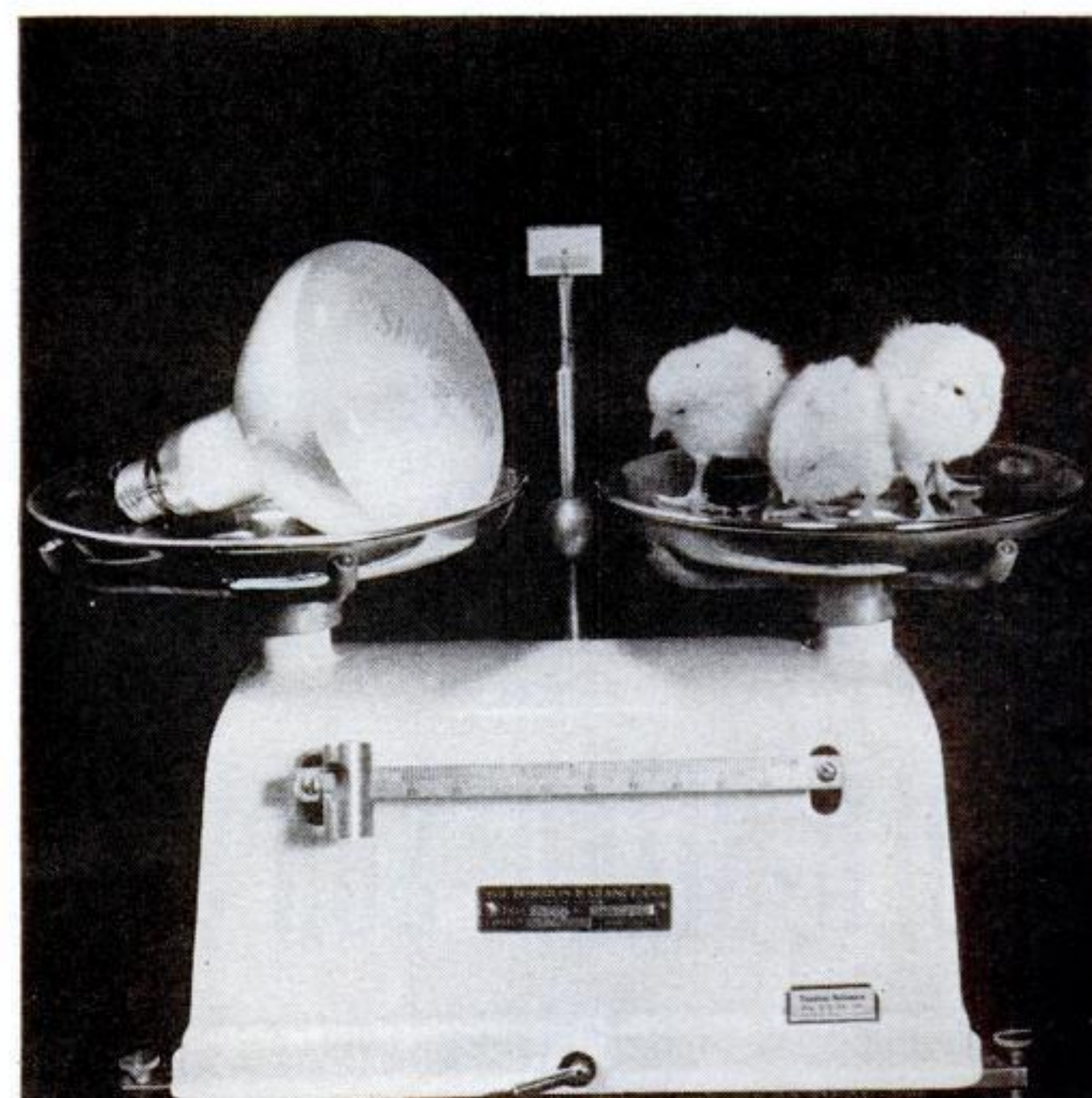
**NORTHERN
HANDY
TOWELS**

Copyright 1945
Northern Paper Mills
Green Bay, Wis.

Bulb-Size Sun CONTINUED



Insides of bulb are shown full-size. Glasslike tube is made of quartz, contains invisible droplets of mercury which, vaporized and electrified, produce ultraviolet rays.



Weight of bulb is shown when it balances three 2-ounce chicks. The bulb consumes 275 watts, has a life of about 1,000 hours if it is not turned off and on too much.

distinctly masculine
decidedly correct

*for Dad
on his day*



In handsome wood-capped bottles with full-color reproductions of sports paintings by famous American artists.

Shaving Lotion • Cologne • Hair Dressing 4 oz., \$1.50; 8 oz., \$2.50 • Shaving Bowls \$1.50 and \$2.50 • Sportsman Talc 75¢, \$1.00

SPORTSMAN GIFT PACKAGES \$2.50 to \$10.00

Only at Better Stores

Sportsman
TOILETRIES FOR MEN

JOHN HUDSON MOORE, INC. • 663 FIFTH AVENUE • NEW YORK 22, N. Y.

The wonderful way he **LOOKS** **Feels** **Acts!**



THAT'S your reward for nourishing
EVERY INCH
of your dog with **GAINES**

● Expect to be pleased—tremendously pleased—with what GAINES MEAL does for your dog! You won't have to *guess* if it's doing him good. He'll show you—in dozens of ways. The rich gloss on his coat—the spark in his eyes—his light-hearted scamper—the wag of his tail... and the way he goes for his food!

There's MEAT MEAL in GAINES, plenty of it! And vegetables, milk nutrients, cereals, minerals, vitamins—every type of nourishment that dogs are known to need. A meal made to order for Dog Happiness and Health!

And so far as preparing the meal is concerned, you can kiss trouble and bother good-bye. Just mix GAINES with water—and feed it. Or if you believe that GAINES mixed with milk, or with gravy or soup would cause your dog's tail to wag faster—that's entirely up to you. But GAINES mixed with water makes a perfectly grand dog dinner—and nourishes dogs completely.

GAINES is the dog food that for over 15 years has been the trusted stand-by of big kennels whose *business* is dogs—and of veterinarians whose whole lifetime is spent in keeping dogs happy and well. It's a meal dogs love—inexpensive to feed—prepared in less than a minute. Largest-selling dog food in the U.S.A.

FOR ALL DOGS
GAINES
the Complete Meal
"Nourishes Every Inch of Your Dog"

CHARACTER
Alert—Lively

JAWS, TEETH
Strong

COAT
Smooth—Shiny

APPETITE
Eager

*NO WONDER
Gaines does so much good!*



EACH POUND OF GAINES gives your dog all this nourishment

As much body and strength-building *proteins* as in 1½ lbs. of fresh raw beef



As much energy-making *carbohydrates* as in 2 qts. cooked oatmeal



For sleek appearance and glossy coat—the quantity of *fats* that would be provided by one ounce of creamy butter.



For strong bones—the *minerals* that would be provided by 1½ lbs. cheese



For red-blooded vitality—as much *iron* as in ½ lb. beef liver



VITAMINS: As much *vitamin A* as in 5 eggs; the *thiamin* (B_1) in 1 lb. whole-wheat bread; the *riboflavin* (B_2) in 1 qt. milk; the *niacin* in ½ lb. fresh mackerel... and all other members of the B-complex which normally accompany thiamin, riboflavin, niacin.



In 2-lb., 5-lb., 10-lb. bags and larger sizes for kennels



Buy more than before—
Support the 7th War Loan

What of Tomorrow?

SOMEDAY you'll be heeding the call of the open highway in a new super streamliner . . . the kind you've dreamed about. But don't count on it too soon.

For authorities will tell you that, for a while, anyway, new cars will look more like the latest pre-war models than those futuristic dream jobs.

Even so, you can be sure your new car will be more beautiful than any you've ever had. And, with war's engineering advancements turned to peacetime driving pleasure, you'll have a finer motor, too. Which means that *quality* lubrication will be more vital than ever!

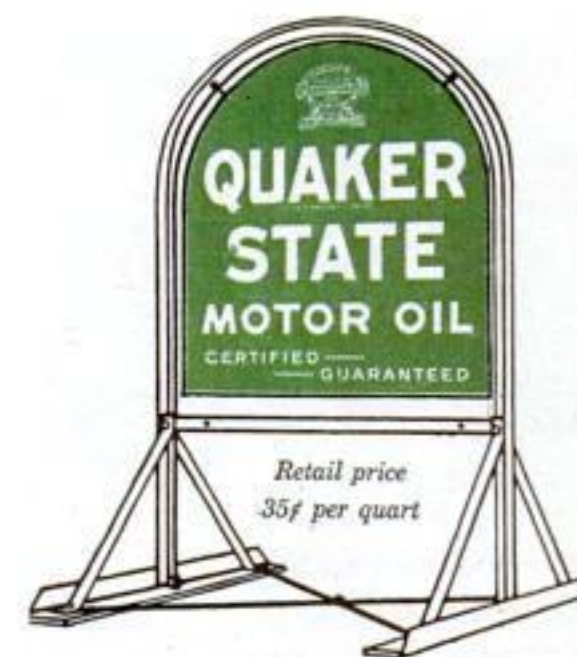
For almost a half century now, Quaker State research

has kept constant pace with motor improvements.

In all those years, never has Quaker State Motor Oil been made from anything but pure Pennsylvania grade crude oil—brought to the very peak of lubricating perfection.

In test after test, in the laboratory and on the highway, the proof stands unshakeable: no other lubricating products stand up better, keep motors cleaner or smoother-performing than Quaker State Motor Oil and Quaker State Superfine Lubricants.

That's worth remembering — today, tomorrow, and when those dream cars finally come true! Quaker State Oil Refining Corporation, Oil City, Pennsylvania.



**OIL IS AMMUNITION
—USE IT WISELY**



© 1945, KARSH, OTTAWA
George Mardikian, who named his celebrated San Francisco restaurant "Omar Khayyám's," acts out a charade from

the best-known lines of that Persian poet's *Rubáiyát*. He holds "a loaf of bread" (in this case, unleavened Armenian

lavash) and stands symbolically beside figures representing "a book of verses," "a jug of wine" and (*face at top*) "Thou."

SAN FRANCISCO CHEF

GEORGE MARDIKIAN DISPENSES ARMENIAN FOOD AND AMERICAN SENTIMENT TO CONFERENCE DELEGATES

by ROBERT DE ROOS

To the 1,500 delegates, advisers and assistants at the United Nations Conference at San Francisco, the most favorably known man in America unquestionably is George Magar Mardikian. Other eminent Americans, such as Senator Vandenberg, Secretary Stettinius and Command-

er Stassen, have stirred a certain amount of interest, but by comparison they are transitory figures. The delegates see Mardikian almost every day and he's a man not easily overlooked nor forgotten. His 220-pound ambling body is clad in spotless white, and his round, bald head is

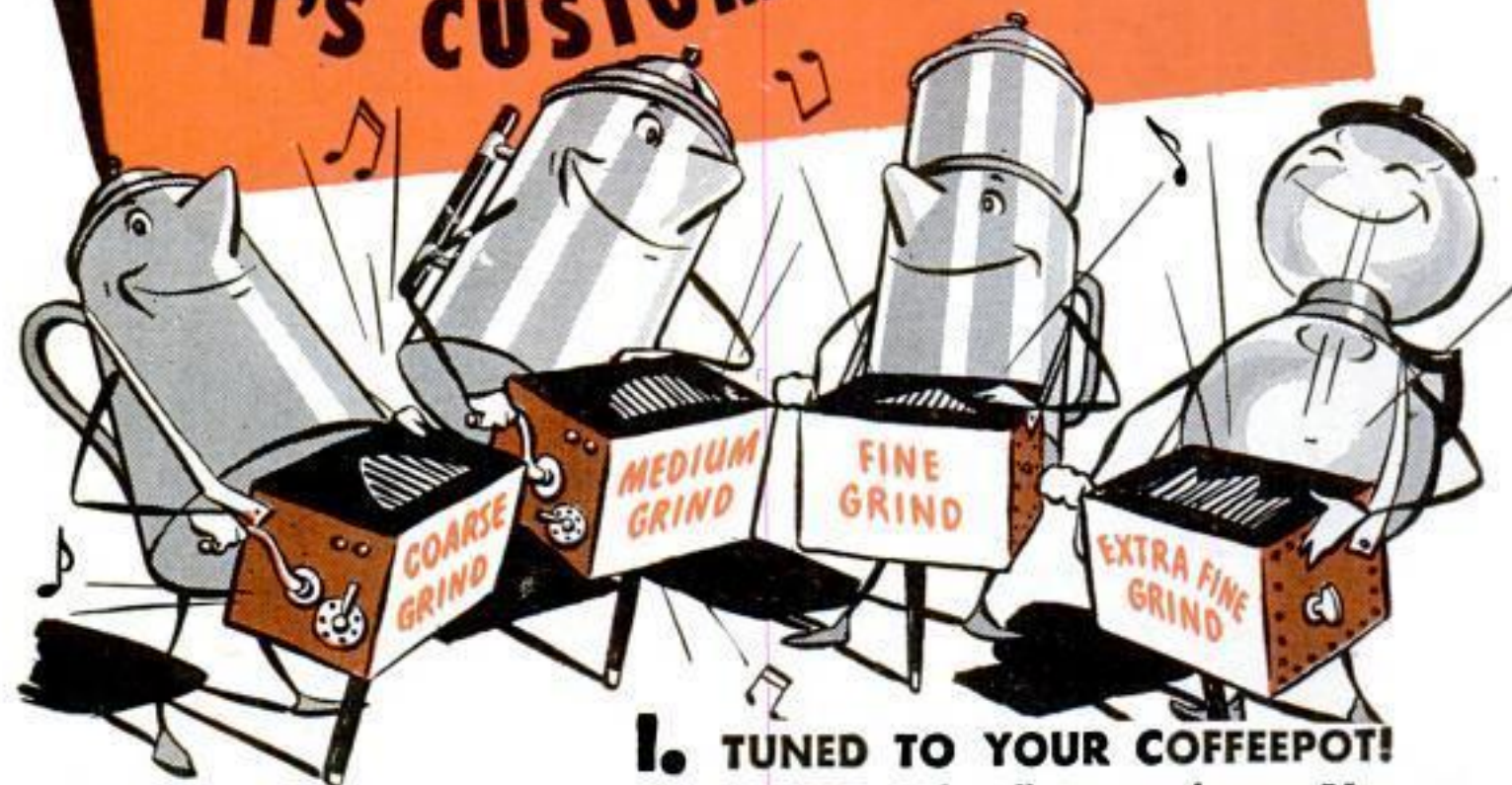
crowned with a towering chef's cap two feet tall.

George Mardikian, once a genuine starving Armenian, now palpably well fed, is the semi-official chef of the Conference. Five times a week—with the help of about 500 hard-working ladies of the American Women's Voluntary Serv-

Get Coffee that's

5 Ways Better

IT'S CUSTOM GROUND!



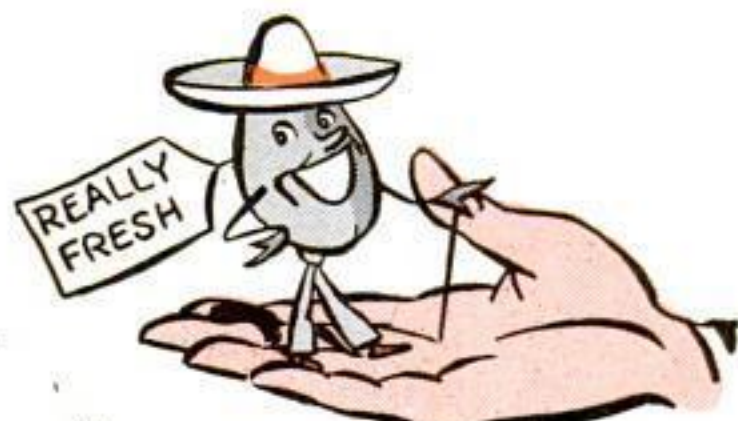
1. TUNED TO YOUR COFFEEPOT!

Correctly ground coffee tastes better. You see, only the right grind will produce the best results in your coffeepot. So A&P Coffee is always Custom Ground to your order—when you buy. Tell the clerk the type coffeepot you use, and in a jiffy, he'll grind your A&P Coffee exactly right. Try it!



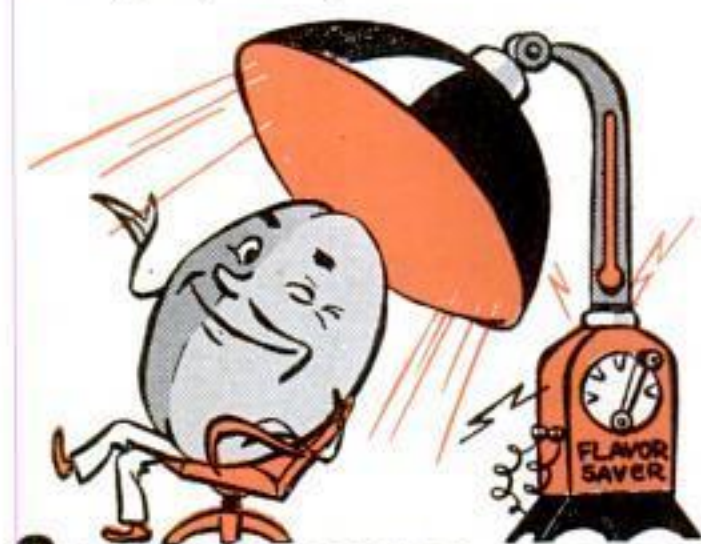
2. SUPERB QUALITY!

A&P Coffee buyers in South America search for pick of plantation coffee. Every pound is superb in quality.



4. FRESHER IN THE BEAN!

The secret of good coffee is freshness! That's why you buy A&P Coffee in the bean—just as it comes from the roaster!



3. "FLAVOR-SAVER" ROASTED!

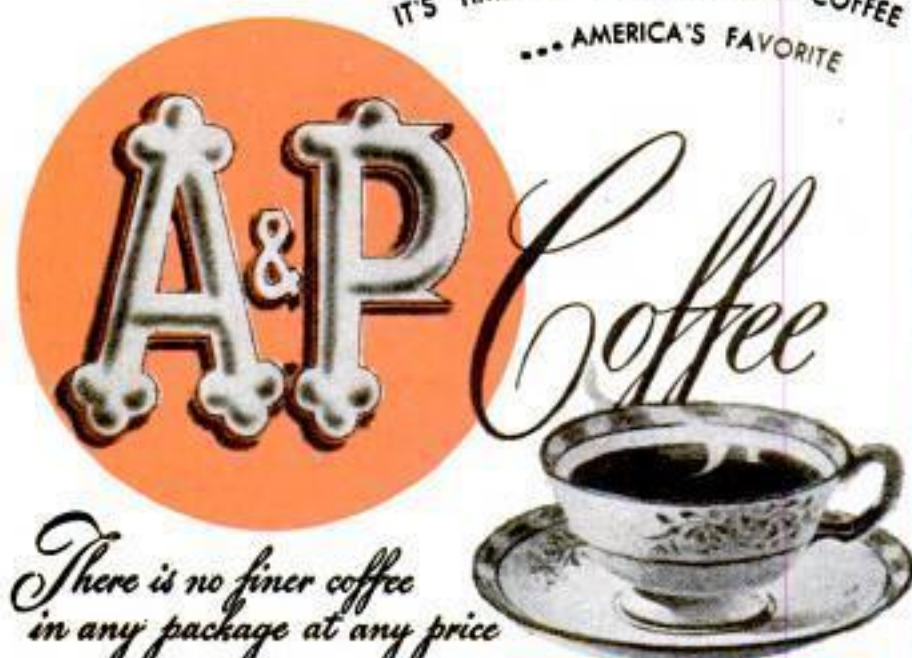
A&P's exclusive "Flavor-Saver" roasting process is the art of roasting at its best! You get the full, rich flavor.

5. YOUR BLEND—Tastes Better!

Because tastes in coffee differ—as they do in hats—A&P Coffee comes to you in a blend to suit your taste. Choose the blend that suits you—get more enjoyment!



IT'S TIME TO TURN TO A&P COFFEE
... AMERICA'S FAVORITE



There is no finer coffee
in any package at any price

Sold Exclusively at all A&P FOOD STORES

FOR PERFECT PERCOLATOR COFFEE

Be sure your coffee is fresh... buy it in the bean. Then, have it ground MEDIUM—that's exactly right for a percolator. Into a spotless coffeepot, measure two level tablespoons of coffee per cup of water. "Perc" 5 to 8 minutes. Serve immediately.



Iraqi Delegates Arshad Al-Omari and Nasrat Al-Farsy (right) dine every evening at Omar Khayyám's. To every delegate Mardikian willingly recites story of his success.

SAN FRANCISCO CHEF CONTINUED

ices—he feeds the delegates lunch and tea in the spacious basement of the San Francisco Opera House. A large number of delegates have dinner at his restaurant, the famous Omar Khayyám's, where they stuff on ajem pilaff, shish kebab, kouzou kzarima, tchakhokhbelli, rose-petal ice cream, paklava and other exotic dishes of the Near East. Mardikian loves to watch them enjoy themselves with his cuisine. As an artist he is proud of his creations, but as an American whose heart is filled sincerely and 110% with love for America, he is even more grateful for the opportunity this gives him to deliver his message to the visiting diplomats. Briefly stated (Mardikian states it at length) the message is this: America is wonderful. Over here the people don't fight all the time. Look! When I came here I couldn't speak the language, I had no money. Now I have money and fine homes. In my country I would be humiliated to be a cook; in America I am proud.

A believer in food and people, Mardikian was one of the first to realize both would be great factors in any gathering to determine future international security. Soon after the announcement that San Francisco had been chosen as the site of the United Nations Conference, he declared in a letter to Mayor Roger Lapham, "Peace in our time can well depend upon whether we soothe or insult the gastronomic tastes of our guests. . . . A good dinner will put any man in a conciliatory frame of mind. A bad one will make him quarrelsome and disputatious." So saying, he developed a plan to marshal the city's restaurants into a united food front.

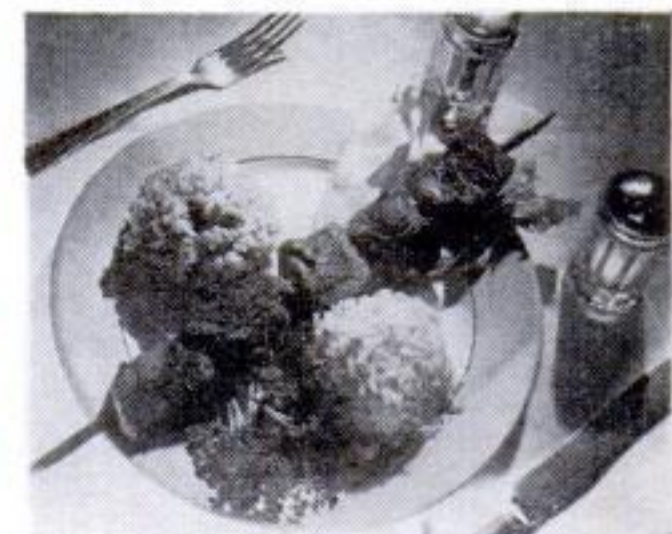
The ladies of the A.W.V.S. had volunteered to handle the serving of lunches at the Opera House. It was soon apparent, however, that they didn't have any idea of what preparing almost 2,000 meals in three hours five times a week could mean. An official of the War Food Administration called Mardikian early one morning. "Look, George, these ladies have signed up for a tremendous job. They've got to have help."

"Is it a pay job?" asked Mardikian. "No? Then I'll take it."

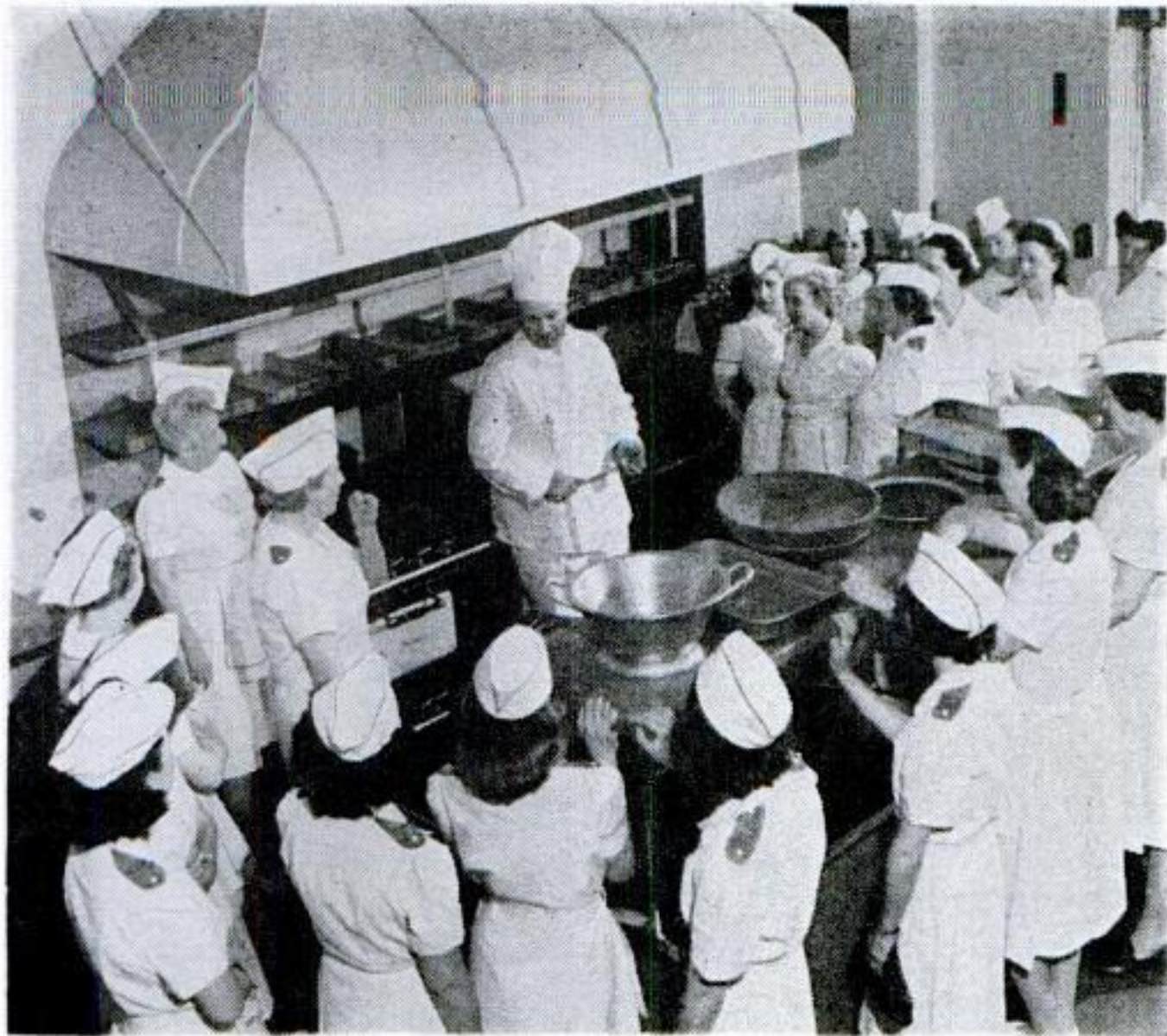
Armenian food is served at the Opera House only once a week and homesick delegates from the Near East quickly found their way to Omar Khayyám's. The Iraqis dine there every night, as do the Arabs and Egyptians, with sprinklings of Bolivians, Liberians, etc.



Paklava is a dessert consisting of wafer-thin layers of pastry, honey and almonds.



Shish kebab is skewered lamb with rice on the side. It is Mardikian's specialty.



Mardikian instructs A.W.V.S. ladies who help him prepare and serve food for the delegates. Since taking on the job Mardikian has lost 23 pounds, now weighs 220.

Mardikian, who once never ventured from his home without a rock in his pocket in fear of Turks, finds his food popular with the Turkish delegation. "A few years ago my greatest joy would have been to put poison in your eggplant just because you are a Turk," he told a member of the delegation. "But now that I am an American I feel no animosity." For each delegation he cooks the things they like best: for the Saudi Arabians, lahmajoun, a glorified hamburger baked on a round dough base; for Egyptians, fowl, a concoction of dried horsebeans, and lula kebab, a highly seasoned ground meat broiled on a skewer; for the Iraqis, their favorite dish, kebba, a baked combination of cracked wheat, meat, Damascus nuts and currants.

The saga of Mardikian

Mardikian tells his story to each delegate. "Sometimes," he says, "I go home and my throat is dry I talk so much. I tell them all about America and about Mardikian, the cook." His round face shines, his small mustache seems to quiver, his deep-brown eyes are serious and his voice is low when he tells them the Mardikian saga, a story fanciful and impressive.

He was born in Papert, Armenia, on Nov. 7, 1900, and the first years of his life were spent in Constantinople, where his father was a prosperous commission merchant. By 15 he was a cavalryman in an Armenian guerrilla legion loosely attached to the anti-Turk Russian army, primarily a brigade of revenge-seekers out to kill Turks. In 1920, when the Armenians and Turkey were fighting, Mardikian again joined the army and was captured by the Turks. He managed to escape and finally reached Dr. Clarence Usher, an American missionary who cared for his injuries and let him have the uniform of a Near East relief worker. Thus garbed, he returned to Constantinople and embarked for America an hour before the Turks came to arrest him.

America was puzzling to him. "Even the people in uniform were smiling. In my country people in uniform have to be mean and domineering." He crossed the country (eight days by coach) with a lapel label announcing his destination. "I know how hard it is for foreigners to get things to eat in a strange country," he says. "For eight days I ate nothing but potato salad because I knew how that looked on the menu and was afraid to point to anything else."

Soon after he arrived in San Francisco in 1922 he got a job in Coffee

CONTINUED ON NEXT PAGE



Armenian derevapatat, rice surrounded by grape leaves, is served as an appetizer.



Harpout keufte are meat balls bound together by layer of cracked wheat and beef.

PARK & TILFORD RESERVE

"The Blend of Experience"

*"Proud legacy of an
unchanging tradition
-a Quality tradition
born 104 years ago"*

*The finest-tasting
Whiskey of its
type in America!*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

No curative power is claimed
for PHILIP MORRIS . . . but

AN OUNCE OF PREVENTION is Worth a Pound of Cure!

**PHILIP
MORRIS**

are scientifically
proved far less
irritating to the
smoker's nose
and throat.



**CALL FOR
PHILIP MORRIS**

**FAR FINER FLAVOR—PLUS
FAR MORE PROTECTION**

SAN FRANCISCO CHEF CONTINUED

Dan's, a basement restaurant which specialized in ham and eggs and furnished little mallets for customers to beat time to the music. As a dishwasher, far removed from this clatter, he got \$12 a week, with every other Sunday off. He hasn't yet quite got over his initial thrill that water is given away in America and that he, a dishwasher, could go to the opera. He moved from Coffee Dan's to a cafeteria (\$14 a week) and then to a chain restaurant (\$18). By 1929 he had become general manager of the chain.

Somewhere along in here, although the dates and details vary as widely as the pronunciation of "tchakhokhbelli," Mardikian signed as a steward on a world-cruise boat, stopping off from time to time to work with various chefs and to pore through ancient manuscripts on cooking in the Armenian monastery on St. Lazarus island. At any rate, supposedly laden with recipes, he reached Fresno, Calif., the Armenian center of the U. S., in 1929. He had \$2,200 and a four-year-old idea for a restaurant of his own: a place to be called Omar Khayyám's after the epicurean Persian poet, where he would serve the dishes of Armenia.

In this first restaurant, Mardikian both cooked and waited on tables. His wife Nazenig (which means dainty in Armenian) was the greeter and cashier. A few years later he opened a larger restaurant in Fresno. By 1937 the Mardikians had saved some money and were planning a European trip. Then, one day, George walked into the old Coffee Dan location and 15 minutes later he had bought it. He decorated it with walnut paneling and pictures of scenes from the *Rubáiyát* with verses underneath; and early in 1938 the present Omar Khayyám's of San Francisco was launched on the spot where Mardikian had started 16 years before as a dishwasher.

Now, although he still cooks, Mardikian's heart is in his missionary work. Rolling around his restaurant, visiting every table, he explains the food he serves, suggests exotic delicacies and invariably gets in a plug for America. Whenever he can he invites Conference delegates to his opulent Nob Hill apartment to show them what a hard-working cook can achieve in America. He shows them his oils and water colors, the magnificent view, the hammered bronze covers from a 1,200-year-old Bible, the books autographed by famous authors, inevitably including William Saroyan, and lets them tread deep rugs and sink in soft sofas.

A few weeks ago he cooked a royal meal for the Saudi Arabian delegation aboard a new tanker in San Francisco Bay (\$30 a plate for 200 people). "I was the first to greet the crown prince, H.R.H. Faisal Ibn Abdul Aziz. And after I had finished serving, I changed my clothes and was his interpreter. In my country people don't even approach royalty and there I was talking to him about America, talking on equal terms. How far do you think a cook would get with him in Saudi Arabia?"



In "Blue Room" of his Nob Hill apartment overlooking San Francisco Bay, Mardikian reads Saroyan's *Dear Baby*. A fellow Armenian, Saroyan is his favorite author

More Sunshine Makes a Difference

and so does this!

NOW... "SUNSHINE" VITAMIN D IS TREBLED
IN YOUR CARNATION MILK=

Announcing "400-Unit" Carnation Milk

My! What changes the years bring! Little Mary-Jane of yesteryear was shielded from every ray of sunshine. Today—our Mary-Janes soak up "sunshine" vitamin D wherever it can be found. So here's good news indeed!

The Carnation Company takes pleasure in announcing a *significant* increase in the vitamin D potency of Carnation Milk, from 135 to 400 U.S.P. units per quart, when mixed with an equal amount of water.*

This additional fortification, according to the Council on Foods and Nutrition of the American Medical Association, assures a margin of safety for the prevention of rickets in normal infants, and provides for good bone and tooth development and excellent growth. It means *more efficient utilization* of the bone-and-tooth-building minerals—calcium and phosphorus.

So now, more than ever, Carnation Milk ranks as a *preferred* food for bottle-fed babies, for their fast-growing brothers and sisters, and for grownups, who *also* need "sunshine" vitamin D—expectant mothers, especially. It has every desirable quality... absolute safety, ready digestibility, and unsurpassed nutritive value.

Look for "Vitamin D Increased" on the red and white Carnation label. It means added value at no added cost—and an added reason for insisting on Carnation, for your family's every need.

*In Canada, with the Imperial quart, there are 480 units.



Carnation Milk

"FROM CONTENTED COWS"

TUNE IN THE CARNATION "CONTENTED HOUR," MONDAY EVENINGS, NBC NETWORK

BUY WAR BONDS
AND KEEP THEM

Until final victory.

Swift's Wartime Policy

We will cooperate to the fullest extent with the U. S. Government to help win the war. We will do everything possible to safeguard the high quality of our products. Despite wartime difficulties, we will make every effort to distribute available civilian supplies to insure a fair share for all consumers everywhere.

WHEN Swift's Wartime Policy was first published during the early months of the war, meat had already entered the critical stage as one of the most vitally important of all wartime foods.

At that time there was little public understanding of the great underlying problems that war had brought to the meat business, for unfortunately, these facts had never been adequately brought out. The fact that meat takes months, even years to grow had not yet been emphasized as a basic reason why it was so difficult to speed up meat production.

Everyone in the production end of the meat business—raisers, feeders, packers, canners, as well as your meat dealer—was, and still is, contributing importantly to meeting war's ever-increasing demand for meat and still more meat. The vital facts of this thrilling wartime story need to be told—so Swift & Company is telling the story in a series of advertisements that has been appearing in the pages of this magazine and others for more than two years.

All of these advertisements, during the war years, have carried and will continue to carry Swift's Wartime Pledge—emphasizing the fact that Swift & Company will continue to do everything in its power to distribute its portion of the available civilian supply fairly.

In addition, it will always hold high the standards of quality of the meats bearing its famous brand names, "Swift's Premium" and "Swift's Brookfield". These principles will never be compromised.

SWIFT & COMPANY FOOD PURVEYOR TO THE **U.S.A.**



SWIFT'S PREMIUM HAM



SWIFT'S BRANDS OF BEEF AND VEAL



SWIFT'S PREMIUM BACON



SWIFT'S PREMIUM LAMB



SWIFT'S PREMIUM TABLE-READY MEATS



SWIFT'S PREMIUM FRANKFURTS

Regardless of shortages of supply, Swift pledges that these famous products will continue to be the finest of their kind.

...MEAT



is matériel of war!

Your first duty to your country: BUY WAR BONDS!



DOCTORS PROVE

2 out of 3 women can have Lovelier Skin in 14 Days

14-Day Palmolive Plan tested by 36 Doctors
on 1285 women with all types of skin!



"My complexion had lost its soft, smooth look," says Mrs. Harry Elder of Philadelphia. "So I said 'yes' when I was invited to try the new 14-Day Palmolive Plan—along with 1284 other women of all ages—from fifteen to fifty! My group reported to a leading Philadelphia skin specialist. Some of us had dry skins; some oily; some average. After a careful examination, we were given the Palmolive Plan to use at home for 14 days.



"Here's the Palmolive Plan: I washed my face 3 times a day with Palmolive Soap. Then—each time—for a full 60 seconds—massaged onto my skin Palmolive's lovely soft lather, as you would a cream. Then rinsed. This cleansing massage brought my skin the full, beautifying effect of Palmolive's lather. After 14 days, my doctor agreed my complexion was smoother, finer looking, less oily. You *must* try this wonderful plan!"



NOW . . . PALMOLIVE
COMES IN A NEW,
BIG BATH SIZE, TOO!

Try it—for tub or shower!
Solid. Thrifty. Long lasting.
And how a man enjoys its
rich, generous lather!

DOCTORS PROVE
PALMOLIVE'S BEAUTY RESULTS!

YOU, TOO, may look for these skin improvements in only 14 Days!



Less oily—clearer

"My skin became less oily," says Esther Taylor of Cleveland. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. Yet the 14-Day Palmolive Plan brought actual definite gains to 89% of 367 women who had oily skin. See if it won't help *your* skin become less oily—clearer.



Less coarse-looking—smoother

"Skin less coarse-looking in 14 days!" says Regina Devlin of New York. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!



Fewer tiny blemishes

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My skin improved a lot," says Josephine Murillo of San Francisco. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!



Fresher, brighter color

"Skin brighter, actually less sallow!" says Teresa Simpson of Woodside, L. I., after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring *you* fresher skin—and in only 14 days!

GIRLS' BASEBALL

A feminine Midwest league opens its third professional season

In 1943 a group of Chicago promoters started something new in sports—the All-American Girls Professional Ball league. Last week the league opened its third season, confident that its six teams would play to a total of 540,000 people before Sept. 5.

Girls' professional ball is something less than regulation professional baseball, something more than softball. The girls play on a diamond whose bases are 68 feet apart, compared to 90 feet for regulation baseball, 60 feet for softball. They can steal bases, take a lead and slide, which softball forbids. They use a ball 11½ inches in circumference in contrast to a softball's 12 to 12¼, a baseball's 9 to 9¼. The result is something to make a male sandlotter blink. Last season, playing 120 games, Infielder Alma Ziegler muffed only two grounders. Sophie Suyrs stole 166 bases. Pitcher Dorothy Wiltse struck out 205.

The girls, who range in age from 16 to 27, are paid from \$50 to \$85 a week plus their traveling expenses, but to earn it a player makes many sacrifices. League rules establish she must always wear feminine attire, cannot smoke or drink in public, cannot have dates except with "old friends" and then only with the approval of the ever-present team chaperone.



Catcher Mary "Bonnie" Baker of the South Bend Blue Sox has five brothers, four sisters, all of them catchers on Canadian ball teams. Bonnie once set a grade-school record by throwing a ball 345 feet. She also rides, swims and bowls.



Pitcher Caroline Morris, of Rockford Peaches, who pitched two no-hitters last year, uses a whirling underhand delivery.



Outfielder Faye Dancer, Fort Wayne, is a heavy hitter. By league rule, skirts must be within six inches of the kneecap.



Pitcher Annabelle Lee, Fort Wayne southpaw, hurled only perfect game (no opponent reached first) in league history.



All six teams of the league pose for a formal picture at season's start: Fort Wayne (Ind.) Girls Club (two front rows); South Bend (Ind.) Blue Sox (next three rows, left); Kenosha (Wis.)

Comets (three rows at right); Grand Rapids (Mich.) Chicks (next two rows left); Rockford (Ill.) Peaches (two rows at right); Racine (Wis.) Belles (back row). Eight of the players are married,



three are mothers, many are engaged. A playing team consists of nine players, not ten as in softball. The league has a total of 96 players. Admission to games: 74¢.

CONTINUED ON NEXT PAGE

**"...140,202 miles on
Ring-Free and still
going strong"**



"...on April 28, 1941, I purchased a new 1941 President Eight Studebaker Sedan ... had the mechanic drain oil that was in motor and fill crankcase with Macmillan Ring-Free.

... when speedometer showed 71,000 miles, I decided to remove head for inspection ... cylinders did not show any wear but I had eight new exhaust valves installed and intake valves ground. This is all the work that was done.

... at 108,000 miles took car to Studebaker dealer here. His mechanic found it absolutely free of sludge and carbon, crankshaft was worn $\frac{1}{2}$ thousandth, cylinders worn between $5\frac{1}{2}$ and 6 thousandths ... rods and main bearings were in good condition ... motor did not have any knocks whatever.

... believe this is a record ... attribute it to Ring-Free Motor Oil and a good filter and motor.

... when motor was re-assembled, crankcase was again filled with Ring-Free ... the only oil that will ever be used in my automobiles. My Studebaker has now run 140,202 miles on Ring-Free and is still going strong."

Excerpts of letter dated Feb. 22, 1945, from—

Ivan E. Ropp

Ivan E. Ropp, Engineer
1304 McKinney Avenue, Dallas, Texas

Technical experts in the automotive field report outstanding performance records with Ring-Free Oil in all makes of cars and motor equipment. Ring-Free removes carbon and reduces friction fast by thorough lubrication. It is made by the Macmillan Patented Refining Process.

It's Guaranteed.* Ring-Free Motor Oil is guaranteed to make your motor run smoother, give more miles per gallon of gasoline and reduce wear and repair. Try one fill and if you are not satisfied that Ring-Free Motor Oil does everything stated in the guarantee your money will be refunded by your dealer immediately.

*According to a specific guarantee which your Ring-Free dealer will show you.



*Buy Ring-Free
where you see this sign*

35¢ A QUART

MACMILLAN PETROLEUM CORPORATION

50 West 50th Street, New York 20 • 624 S. Michigan Avenue, Chicago 5 • 530 West Sixth Street, Los Angeles 14
Copyright 1945, Macmillan Petroleum Corp.

♪ Note this, dear reader:
Tastes best, the leader! ♪

says
**DIANA
LYNN**



See **DIANA LYNN** in
"OUT OF THIS WORLD"
a Paramount picture



"THE TASTE-TEST CONVINCED ME," says Diana. "I tried leading colas in paper cups, picked Royal Crown Cola best! Try R C! Remember: R C is the easy way to say Royal Crown Cola! (Buy all the Bonds you can," urges Diana. "Back 7th War Loan!")"

R C is the quick way to say . . .

**ROYAL CROWN
COLA**

BEST BY TASTE-TEST

Girls' Baseball CONTINUED



Anastasia Batikis, Belles' outfielder, is about to take a healthy cut during a practice game. Former big leaguers like Max Carey and Marty MacManus coach the teams.



Penny O'Brian, Fort Wayne rookie infielder, slides into third base. Sliding and bare legs are incompatible (*see below*) but girls do it regularly in their enthusiasm.



Faye Dancer pays for sliding into base with her bare legs protected only by a skirt rather than the male players' pants. "Strawberry" marks are painfully frequent.



AIRLINE HOSTESS is airman's fiancée! Charming Mary Ann Long helps countless servicemen and their families feel "at home" in PCA planes. She works in one of the war jobs where women are so badly needed—in transportation, in offices, in war plants. Ask your local U.S. Employment Service about your war job.

*She's Engaged!
She's Lovely!
She uses Pond's!*

The day that Mary Ann pinned his wings on her officer-fiancé—he slipped a diamond engagement ring on her slender finger.

She is *another* lovely girl with an engaging Pond's look about her soft-smooth complexion.

Mary Ann says of Pond's Cold Cream—"It's perfect, I think! I don't know anything that makes my face look and feel so clean and fresh and soft-to-touch as a good Pond's creaming. I just love it."

This is the way she uses Pond's:

She smooths cool, snow-white Pond's Cold Cream over face and throat. Pats very briskly to soften and release dirt and make-up. Tissues off—clean.

She rinses with *another* creamy Pond's coating—swirling her white fingertips quickly over her face. "These *two* creamings make my skin feel *extra* clean and *extra* soft when I tissue off," she says.

Copy Mary Ann's twice-over way of using Pond's Cold Cream—*every* night, *every* morning, and for in-between clean-ups. It's no accident so many more women use Pond's than any other face cream at any price!

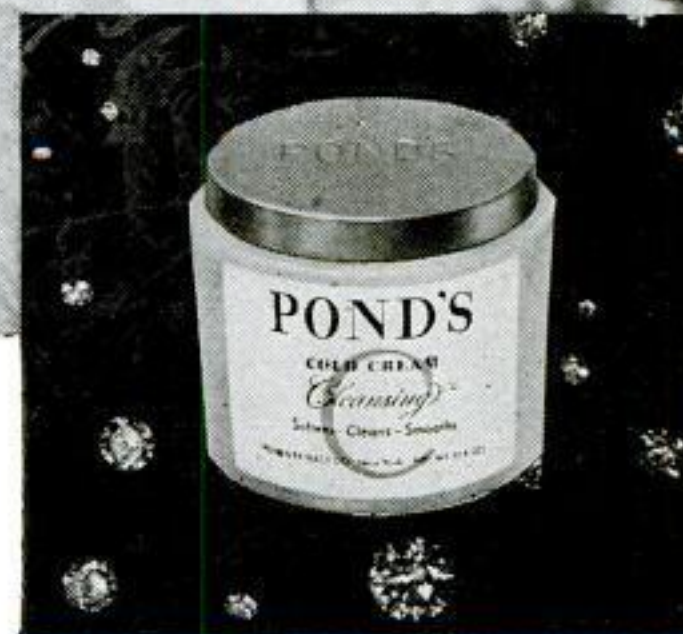
Ask for a luxurious big jar—you'll love the quick way you can dip fingers of both hands in this wide-topped, big Pond's jar!

Flyer to Wed Mary Ann Long

Popular Tennessee girl, the daughter of the H. C. Longs, engaged to Richard H. Albrecht. She is a graduate of Virginia Intermount College and was May Queen in her senior year. He was at Yale before entering the Air Force.



HER RING—a 2-carat, emerald-cut diamond in a platinum and diamond setting



A few of the Pond's Society Beauties...The Lady Morris, Mrs. Allan A. Ryan, Mrs. James J. Cabot, Mrs. Reginald Vanderbilt, The Countess of Radnor



*F*rom under their daily mountains of paper work, many a secretary, and many an executive, has paid conscious or unconscious tribute to the wartime efficiency of the Smith-Corona

typewriter. Its easy "write," speed in action and freedom from repairs have earned it a special place in the affections of its users.

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y



SMITH-CORONA



BLACK-CROWNED NIGHT HERON male presents female with a twig. This ceremony goes on in colonies from start of

mating season until after eggs are laid. Male heron (*upper right*) thrusts his plume forward, sings a buzz-like song

and does rhythmic dance to attract a female. Males will not accept females (*upper left*) until their legs turn red.

COURTSHIP OF BIRDS

All through May and early June most birds in the U. S. go through their annual courtship antics. On these pages Roger Tory Peterson has painted for LIFE the rituals of bird courtship.

The rituals are rigid and followed with exactness. They are so embodied in the whole mating instinct that no detail of courtship can be overlooked without disturbing mating process. Proce-

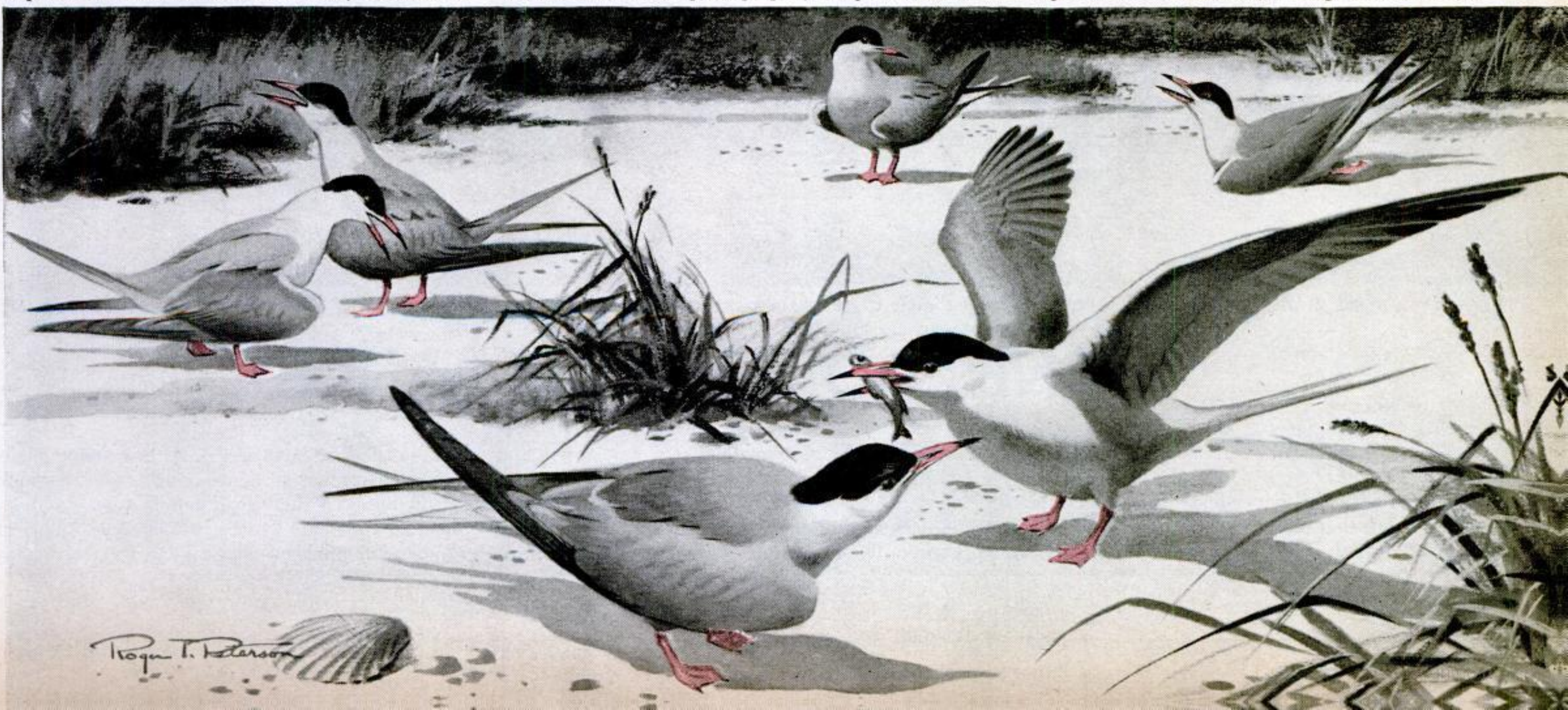
dures varies with species. Some males show off their songs, others their flight ability. Some chase females while others offer them food or nesting materials. But most birds display plumage or other bodily adornments, like air sacs, wattles, crests. During courtship a bird's actions are exaggerated as he outdoes himself to show off his charm or form. In almost all cases female's role is a passive one.

Courtship serves a dual purpose. By display and aggressive action, a male stakes out a territory from which he bars other males. At same time he attracts a potential mate to his territory. Although some birds maintain territory only for mating, most birds, after pairing, build their nests there. Since other birds stay out of the territory, the pair's fledglings are better assured a supply of food.

COMMON TERN male presents fish to females in courtship. Male and female terns are virtually identical, so

male catches fish, walks on the beach (*foreground*). If another tern comes up and properly accepts the fish he

knows it is a female. He bows to her (*left background*), scrapes out hole in sand (*right background*) for a nest.





THREE SAND-HILL CRANES (FOREGROUND) DO COURSHIP DANCE WHILE OTHERS (BACKGROUND) GO ABOUT EATING FRESH GRASS SHOOTS. MALE AND FEMALE CRANES LOOK ALIKE

CRANES DO A RITUAL DANCE

One of the most ludicrous, extravagant courtship displays is dance of sand-hill cranes. Dance starts off with a male crane bowing to a female so low that his head almost touches ground. Then he leaps high in the air, pirouetting in mid-air

so he lands facing female. The female greets him with an answering bow, also jumps into the air. The dance continues with intricate steps, bows, jumps, as if each bird were trying to outdo the other. Frequently other cranes join in and dance contin-

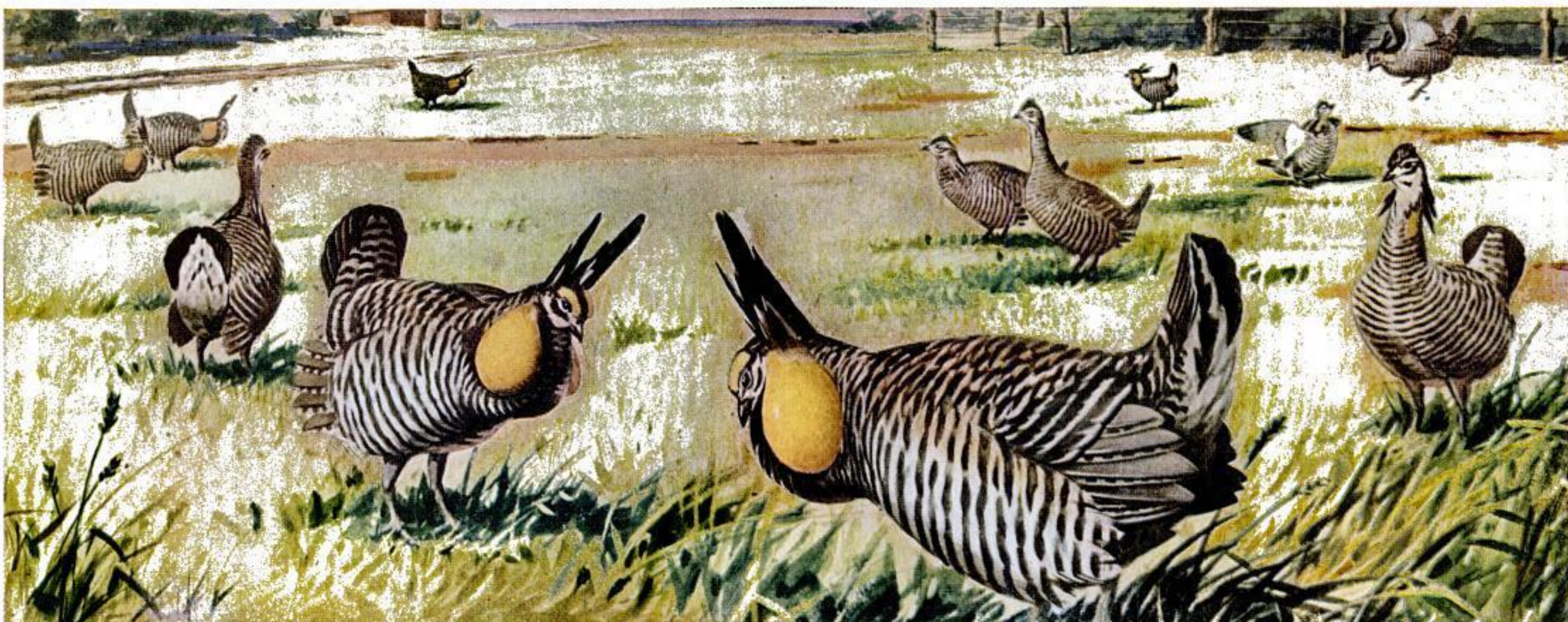
ues until all are exhausted. After dancing, males and females pair off and separate from the flock.

Members of the grouse family (*opposite page*) also do courtship dances, which some American Indians adopted and copied for their tribal dances.



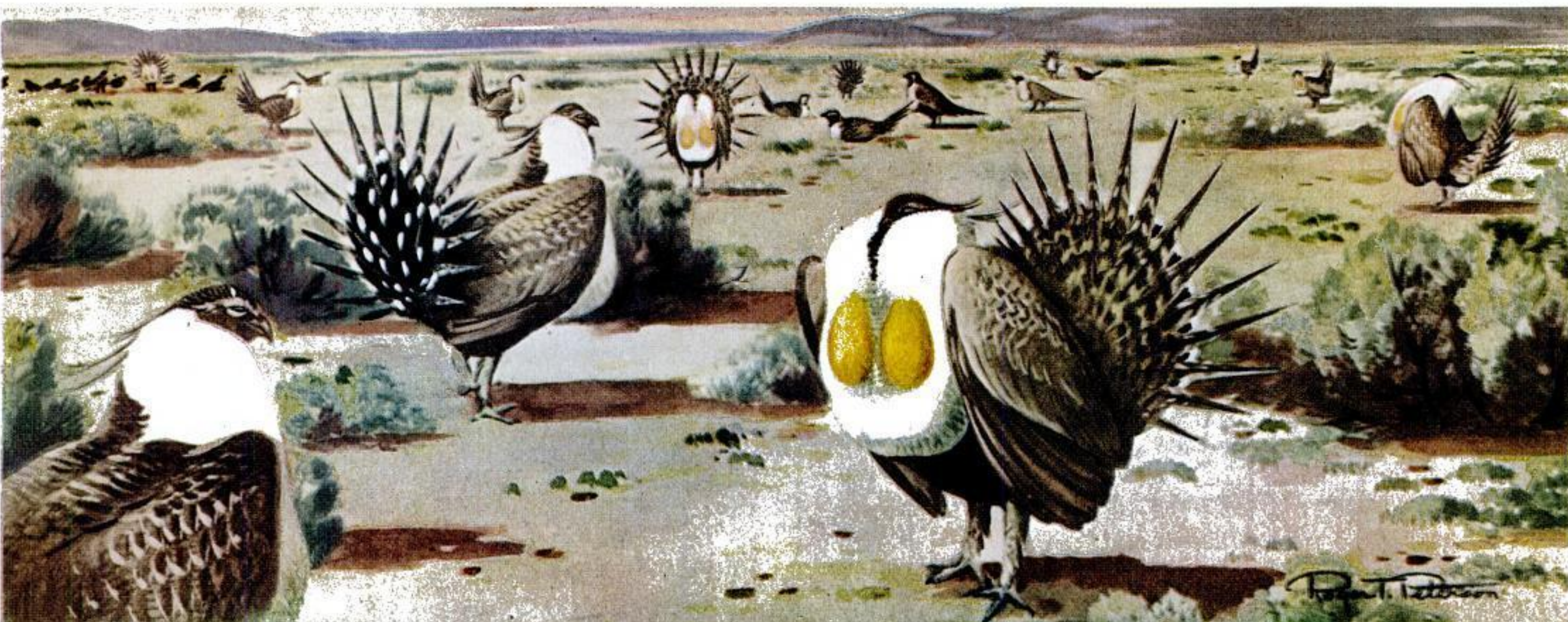
MALE RUFFED GROUSE spreads his tail and raises his ruff about his head as a female (right) approaches the log in the forest from which each day he puts on a courtship show. Striking the air with violent beating of his wings, the male produces a drumming

sound. When females, attracted by the drumming, appear, the male struts up and down on the log (above). Then he walks down the log toward the female, rapidly shaking his head from side to side. After mating the female builds a nest and raises her young alone.



TWO MALE PRAIRIE CHICKENS warn each other off their territory. Male prairie chickens congregate in an open area. Each male picks out a territory as his own, allows only females to step on it. To attract females, a male makes a booming sound by inflating

and deflating air sacs on either side of his neck. He also does a ritual dance, rushing a short distance, stopping and stamping his feet. Low thudding sound of his feet hitting ground may be heard 100 feet away. A male will come back year after year to same place.

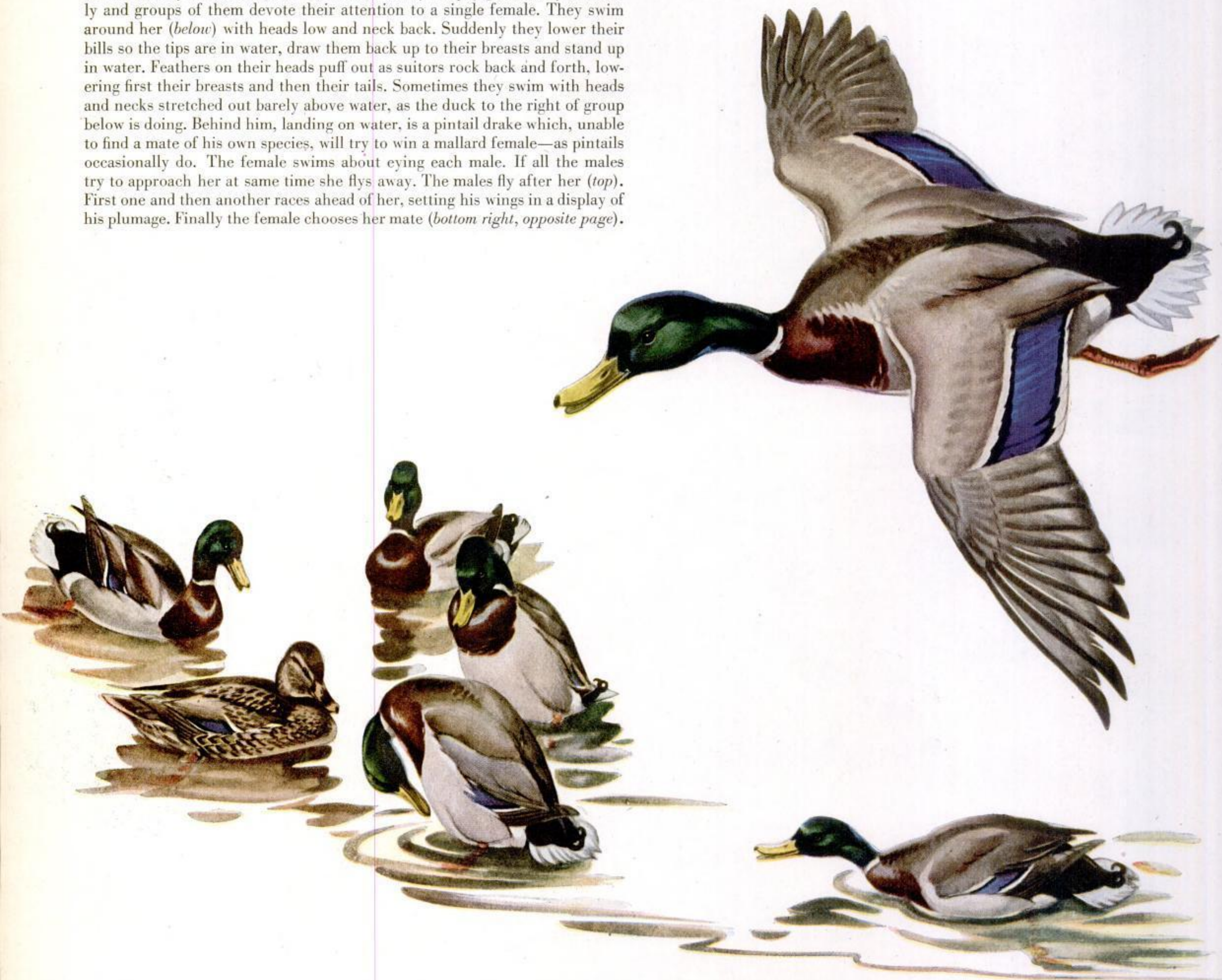


MALE SAGE GROUSE strut about raising their spikelike tails, inflating their air sacs then deflating them with a plop. Males flock at one strutting ground and, usually by fighting, one bird becomes the dominant male or flockmaster. Females come to this

spot each day to mate with flockmaster and, occasionally, with one or two of his rivals. Other males stand guard for the flockmaster over females. Rest of the males which are not rivals or guards keep on strutting, even though females pay no attention to them.

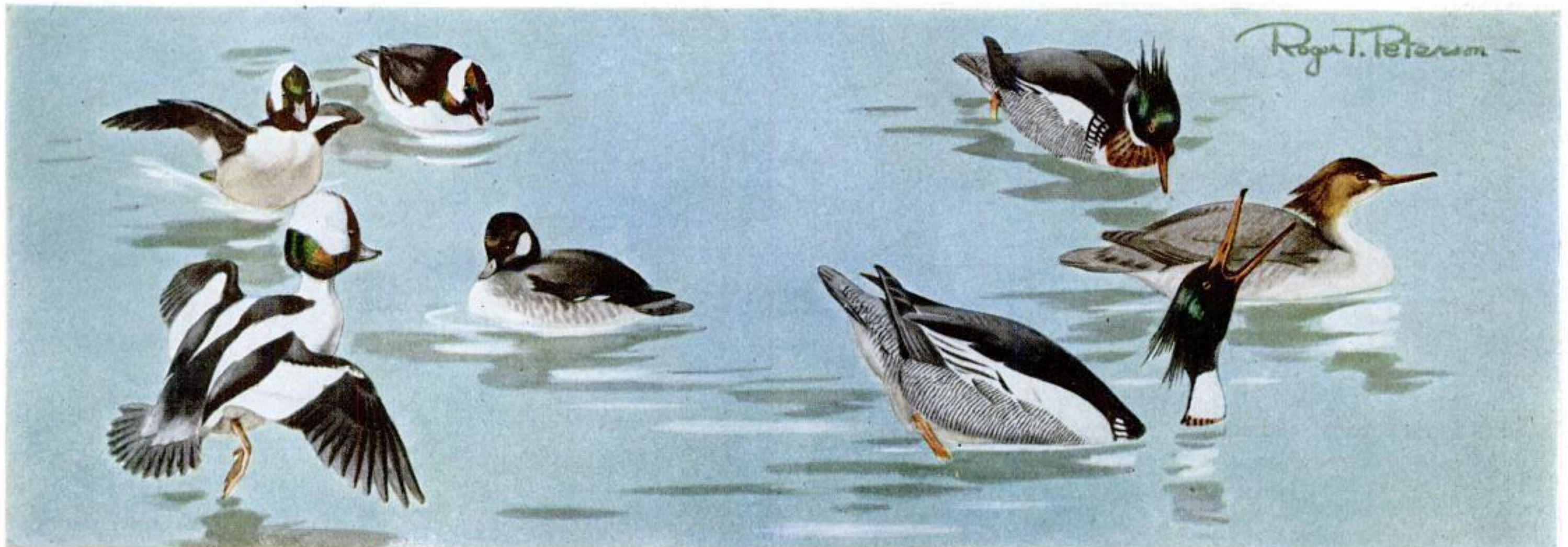
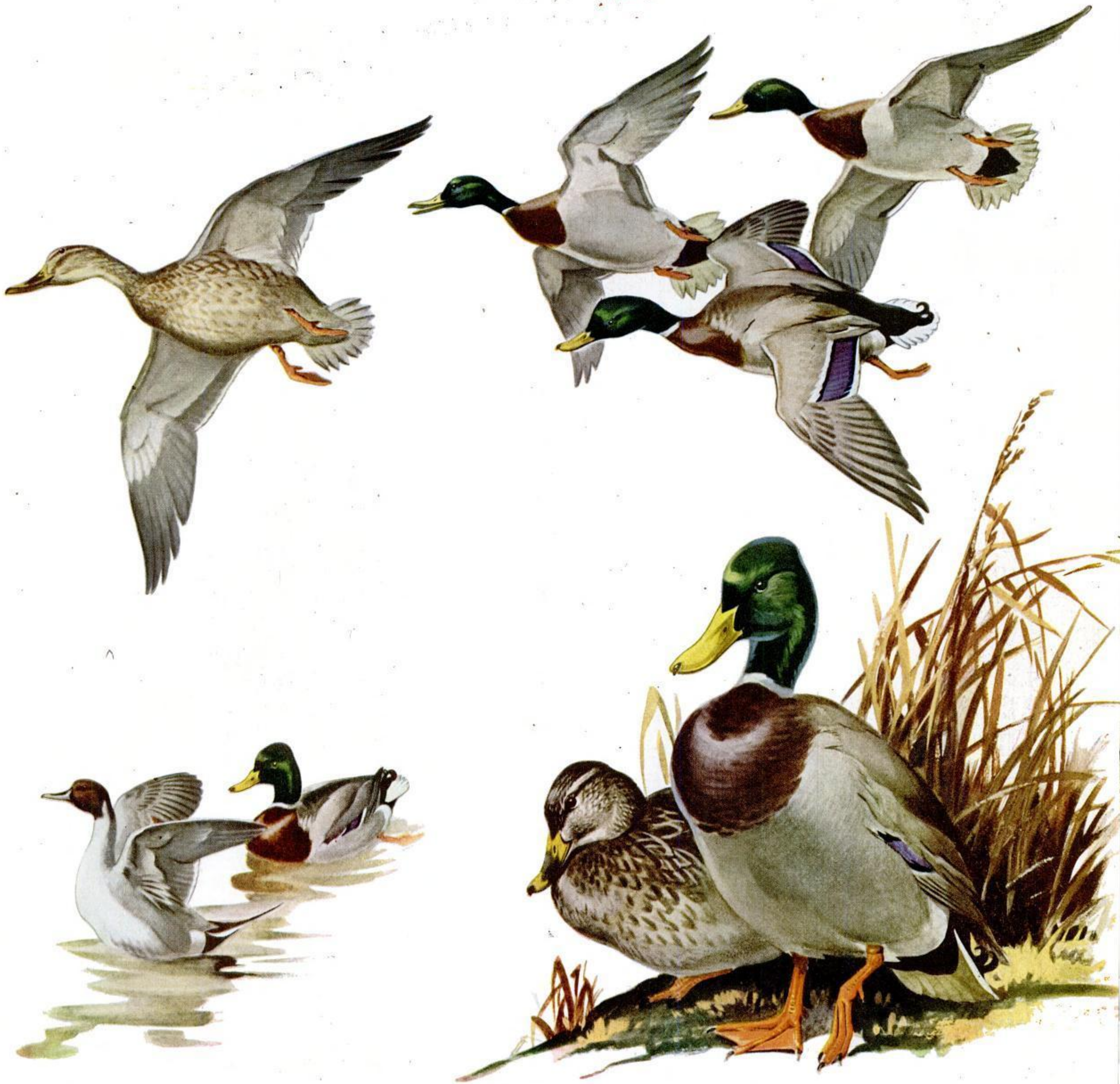
THE PAIRING OF DUCKS

Each variety of wild duck has its own mating idiosyncrasies, some of which Roger Peterson depicts here. In paintings across top of these pages he shows the way mallard drakes woo females. Early in spring drakes fly restlessly and groups of them devote their attention to a single female. They swim around her (*below*) with heads low and neck back. Suddenly they lower their bills so the tips are in water, draw them back up to their breasts and stand up in water. Feathers on their heads puff out as suitors rock back and forth, lowering first their breasts and then their tails. Sometimes they swim with heads and necks stretched out barely above water, as the duck to the right of group below is doing. Behind him, landing on water, is a pintail drake which, unable to find a mate of his own species, will try to win a mallard female—as pintails occasionally do. The female swims about eying each male. If all the males try to approach her at same time she flies away. The males fly after her (*top*). First one and then another races ahead of her, setting his wings in a display of his plumage. Finally the female chooses her mate (*bottom right, opposite page*).



GOLDENEYE DUCKS start early to win mates. The drakes swim around female (*in center above*), puffing out their feathers, racing through water with heads extended. Then they raise their heads, and snap them back against tails. This goes on until female makes choice.

RUDDY DUCKS swim around a female with tails fanned and over their backs. At same time they slap their puffed-out chests with their bills, making clicking sound. Sometimes they skim through water standing on their tails, like drake in background above.



BUFFLEHEAD DUCKS make short hopping flights over the water, check speed and land on their tails with a big splash to attract the attention of the females. After landing the male swims around the female, cocks his tail and puffs out his head and cheek feathers.

RED-BREASTED MERGANSER drakes make stiff curtsies to females. They stretch their necks, make open-mouthed bows with part of neck under water. Then they resume normal position, spread head crests fully and again open mouths, showing red color inside.

CONTINUED ON NEXT PAGE



THE BOBOLINK, like other song birds, woos mostly by singing and display of plumage. The Bobolink also shows off flying dexterity. From the ground or low-growing grasses he soars into the air, loudly singing his bubbly song which rises in pitch toward the end. When a mate is chosen, the pair raise their young in nest on the ground in meadows.



THE NIGHTHAWK male conducts a courtship by flying high in air, sometimes up 500 feet, closing wings and zooming earthward in a dive. Usually he flies in early evening. Nighthawk, which is not a hawk but a member of the whippoorwill family, likes to fly around cities. Females often lay their eggs on flat roofs of factories, office buildings.



RED-WINGED BLACKBIRD males swing back and forth on swamp grasses singing, spreading their tails and puffing out brilliant color patches on their wings. The song has dual purpose. It attracts females and warns other males not to intrude on singer's territory. Red-winged blackbirds nest in cattails or reeds over the water of swamps and marshes.



FLICKER COURTSHIP is noisy, full of action, with much clowning. Two, three or even more birds of both sexes dance, nod, bow and chase each other comically around. All the while they spread their tails to show off the bright yellow undersurface. Male and female are almost identical except for black mustache marks of male (*top above*).

How many Bette Davises?

For millions of movie-goers, there are as many different Bette Davises as there are Bette Davis-starring pictures!

That's part of Miss Davis' greatness: the ability to make each character she plays stand by itself, a distinct and memorable triumph of screen acting.

And since coming to Warner Bros., Bette has starred in nearly fifty pictures, won two Academy Awards, and been universally acclaimed The Screen's First Lady!

In our newest production, "THE CORN IS GREEN", you'll see Bette Davis in one of the finest of her many fine achievements... as a woman so splendidly stubborn that she makes a daring dream come true.

You'll see, too, how Warner Bros. so brilliantly combines "good picture-making with good citizenship." For "THE CORN IS GREEN" is not only wonderfully entertaining... it also makes a very pertinent point about the world we live in.

Be sure to see it when it comes your way!

WARNER BROS. JACK L. WARNER, EXECUTIVE PRODUCER



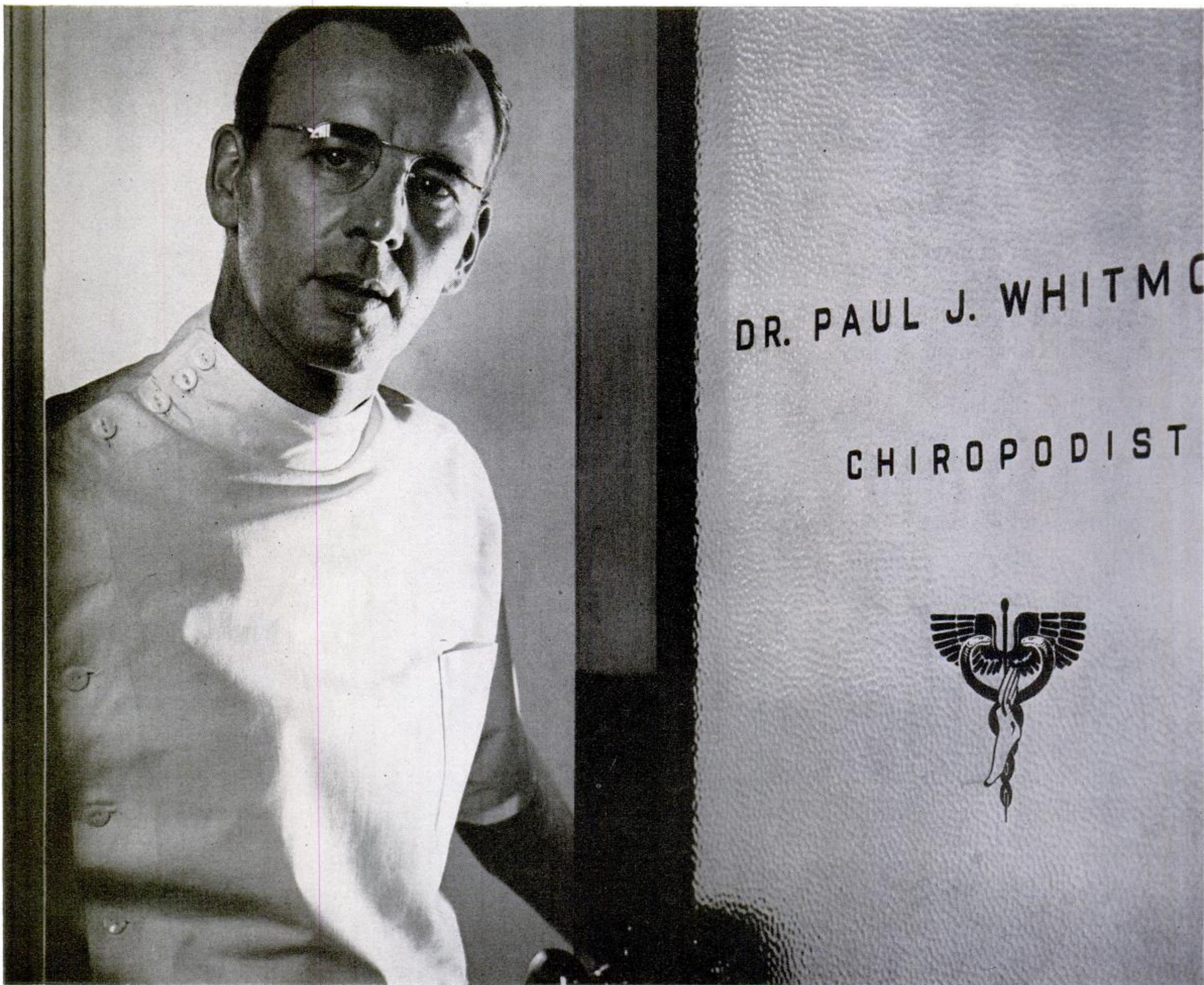
Bette Davis "The Corn is Green"

with JOHN DALL • JOAN LORRING
NIGEL BRUCE • RHYS WILLIAMS
Directed by IRVING RAPPER
Produced by JACK CHERTOK
Screen Play by Casey Robinson & Frank Cavett
From the Stage Play by EMLYN WILLIAMS
Produced by Herman Shumlin • Music by Max Steiner

Other current Warner Bros. productions:

HOTEL BERLIN • GOD IS MY CO-PILOT • THE HORN BLOWS AT MIDNIGHT • OBJECTIVE BURMA

ROUGHLY SPEAKING • TO HAVE AND HAVE NOT



DR. PAUL J. WHITMAN

CHIROPODIST



This man opens a new doorway to health...

He can often prevent foot troubles before they happen...remedy your foot ills quickly...keep you walking with that wonderful feeling of well being which is impossible when feet hurt. He is your Chiropodist.

You need his help. Surveys show that about 90% of the public at some time suffer from foot disorders.

Foot ills don't ordinarily correct themselves—they tend to get worse without treatment, like tooth troubles. You see your Dentist regularly—see your Chiropodist just as regularly about your feet.

Take the children to him too; foot troubles started in childhood may cause great suffering later. Some states now require that the feet of school children be examined regularly; other states are following.

A number of national government bureaus are providing foot care instruction and examination by Chiropodists. Many industrial plants have Chiropodists

on their staffs, helping to correct foot disorders. Thousands of members of the armed forces are treated free of charge in Chiropodists' offices each week.

Last year Chiropodists administered millions of foot treatments, saving the nation *millions* of work hours and protecting individuals against the loss of *millions* of dollars in wages...as well as much suffering that cannot be measured in dollars.

Visit a Chiropodist during Foot Health Week. He is well qualified. Today's Chiropodist has had several years of college education followed by four years of scientific study in a college of Chiropody. Most Chiropodists have the degree D.S.C.—Doctor of Surgical Chiropody.

National Association of Chiropodists
Washington, D. C.



PRIMARY RULES OF FOOT CARE

1. See your Chiropodist regularly.
2. Visit him at the first sign of foot trouble.
3. Follow his advice regarding correct shoes. Especially have him check children's shoes.
4. Consult him about Athlete's Foot, Hyperhydrosis (excessive sweating), Bromidrosis (odor), and other foot ailments.



DOLL-SIZED FASHION MANNEQUINS SHOW THE LATEST MODES IN FRENCH EVENING GOWNS ON THE STAGE OF A MINIATURE REPLICA OF THE PARIS OPERA HOUSE

FASHIONS ON DOLLS

Paris stylists use tiny mannequins to economize on scarce materials

In the months since the city's liberation, Paris couture has been busily dreaming up startling new creations. But though the couturiers still have plenty of imagination, they are woefully short of good materials with which to execute and show off their ideas. Unable to make up any useful number of their new designs in full-size dresses and show them on the customary models, the couturiers hit on the economical notion of dressing up dolls instead. Pooling their

stocks of fine taffetas and satins, they made their creations in doll size, got leading French artists to do scenery for a miniature "Theatre of Fashion" and opened their exhibition in Paris.

After Paris, the 182 well-dressed dolls will be sent to impress England, Spain, Australia and the U. S. When they get to New York next fall or winter the clothes may be out of fashion and the couturiers may have to send over complete change of wardrobe.

YANKS GIVE THANKS FOR THIS "STAY-MOIST" SHAVE



YOU BET! LIFEBOUY SHAVING CREAM'S RICH EXTRA-MOIST LATHER STAYS MOIST... KEEPS BEARDS SOFT FOR SMOOTHER, EASIER SHAVES

EVEN WITH COLD WATER THIS "STAY-MOIST" LATHER SOAKS TOUGH WHISKERS SOFT. AND IT'S KIND TO TENDER, WEATHER-BEATEN SKIN

YOU SAID IT, CHUM! EVEN WITH A USED BLADE IT DOES A JOB! I'M THROUGH WITH LIGHT, FAST-DRYING LATHERS

TRY LIFEBOUY SHAVING CREAM'S HEAVY "STAY-MOIST" LATHER—YOU'LL LIKE ITS MILD FRAGRANCE

120 TO 150 SHAVES IN THE BIG RED TUBE



*The Best Shave Ever—
For the Best Dad Ever!*



Dad deserves the best—and that is why he will appreciate PROFESSIONAL Blades which give smoother, cleaner, longer-lasting shaves!

PROFESSIONAL Blades, single and double edge, are precision-made from the finest quality steel and are micro-tested to insure uniform perfection in each blade.

Give him PROFESSIONAL Blades—and Dad will thank you for the best shave ever!

PROFESSIONAL BLADE CO. • NEWARK 2, NEW JERSEY

REMEMBER FATHER'S DAY—JUNE 17th!

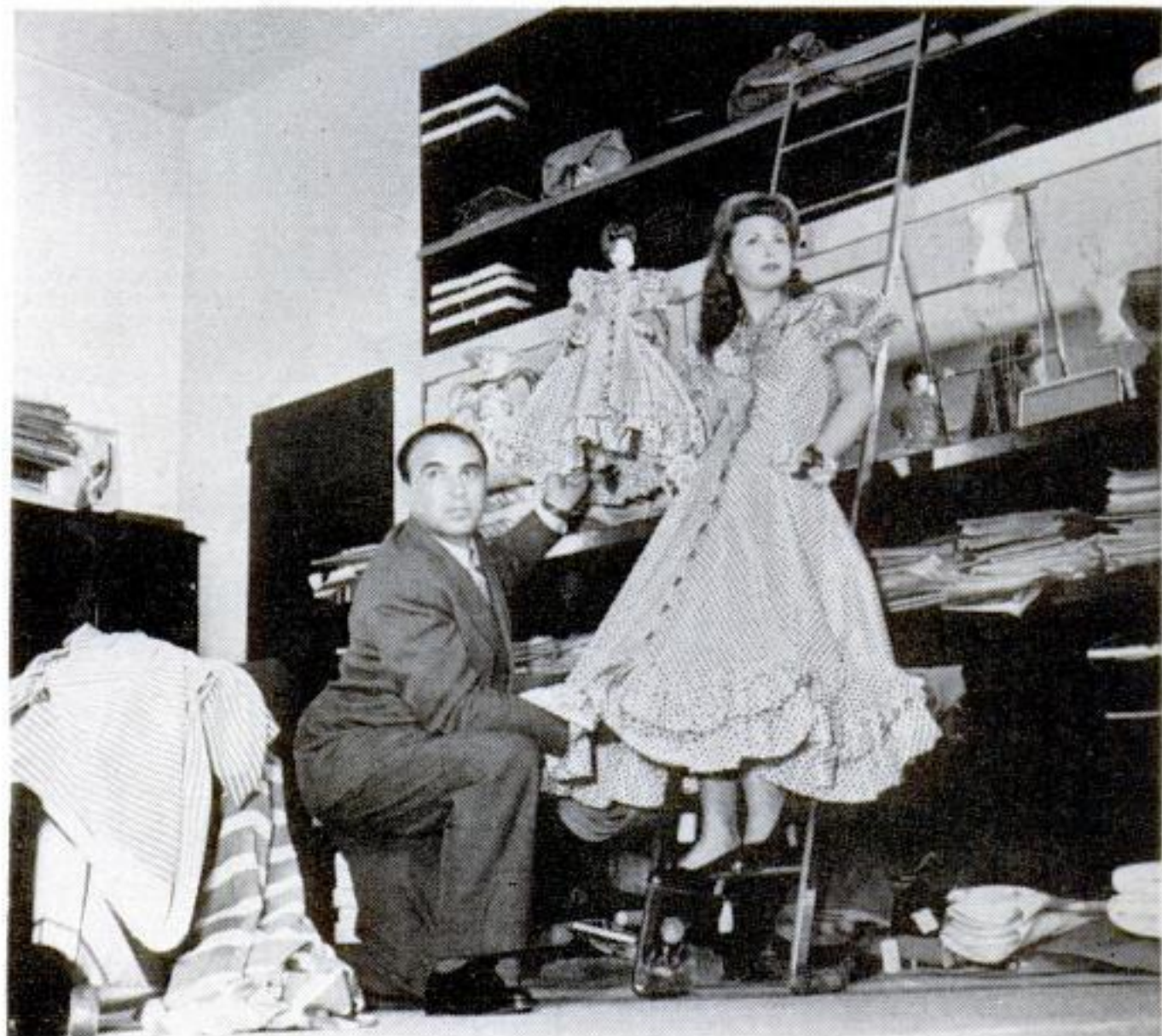
Fashions on Dolls CONTINUED



Evening-gowned dolls stand on stage with opera backdrop. Lanvin's black taffeta design (left) has a white lace cape collar while Lelong's is embroidered white satin.



Street clothes are modeled by dolls in Lanvin's navy woolen ensemble (left) with pleated skirt and Marcel Rochas' yellow plaid jacket topping a black woolen skirt.



Dressmaker Marcel Rochas holds the doll which wears the same dress as the living model. The gown, named *Cri-Cri*, is white silk with gray spots and puffed sleeves.

With Lovely New Clothes and Complexion, Margaret Ryan plans

A Cabaña Honeymoon



New fashion trend for informal dining...Tina Leser's cabaña dinner dress, wrapped and tied slim.

Down where Long Island slivers off into a lonely stretch of sand and white surf is the honeymoon spot dreamed of by Margaret Ryan and her Navy man.

Picking honeymoon clothes like this exotic cabaña dinner dress is wonderful fun, of course. But knowing that her complexion and make-up have that fresh, radiant look she has always wanted...well, that's the thrill Margaret Ryan has enjoyed since she used DuBarry Beauty Preparations in the DuBarry Success School.*

For all types of skins and problems, these preparations have proved so effective that they are used exclusively in the famous Success School Course. And over 200,000 women have taken this course to date!

Wouldn't you like to see if DuBarry Beauty Preparations can be as helpful to you as they have been for Margaret Ryan and other Success Course pupils? Then ask at your favorite cosmetic counter for your free copy of the DuBarry Success-O-Plan and the DuBarry Preparations for your skin.

*Ann Delafield, directing.

DuBarry Beauty Preparations contain no ingredients known to cause common skin allergies...are accepted for advertising in the publications of the American Medical Association.



Du BARRY BEAUTY PREPARATIONS

by *Richard Hudnut* New York

*The better your disposition...the
better your day will be...*

The face you show to others is the face that they will show to you. When you start the day with a smile, you usually enjoy a "good" day.



"Fresh up" keep smiling!



Any hour of the day or evening, you'll like 7-Up and 7-Up will like you. The sooner you have it, the sooner you'll smile.

Sip this fresh and lively drink the first thing in the morning... enjoy its crisp, clean taste... let it rollover and under your tongue. As you do, you'll find your spirits rising and a smile coming on. It will be a good start on a "good" day for you. So right now, go to the nearest store displaying the 7-Up signs and stock up on 7-Up.

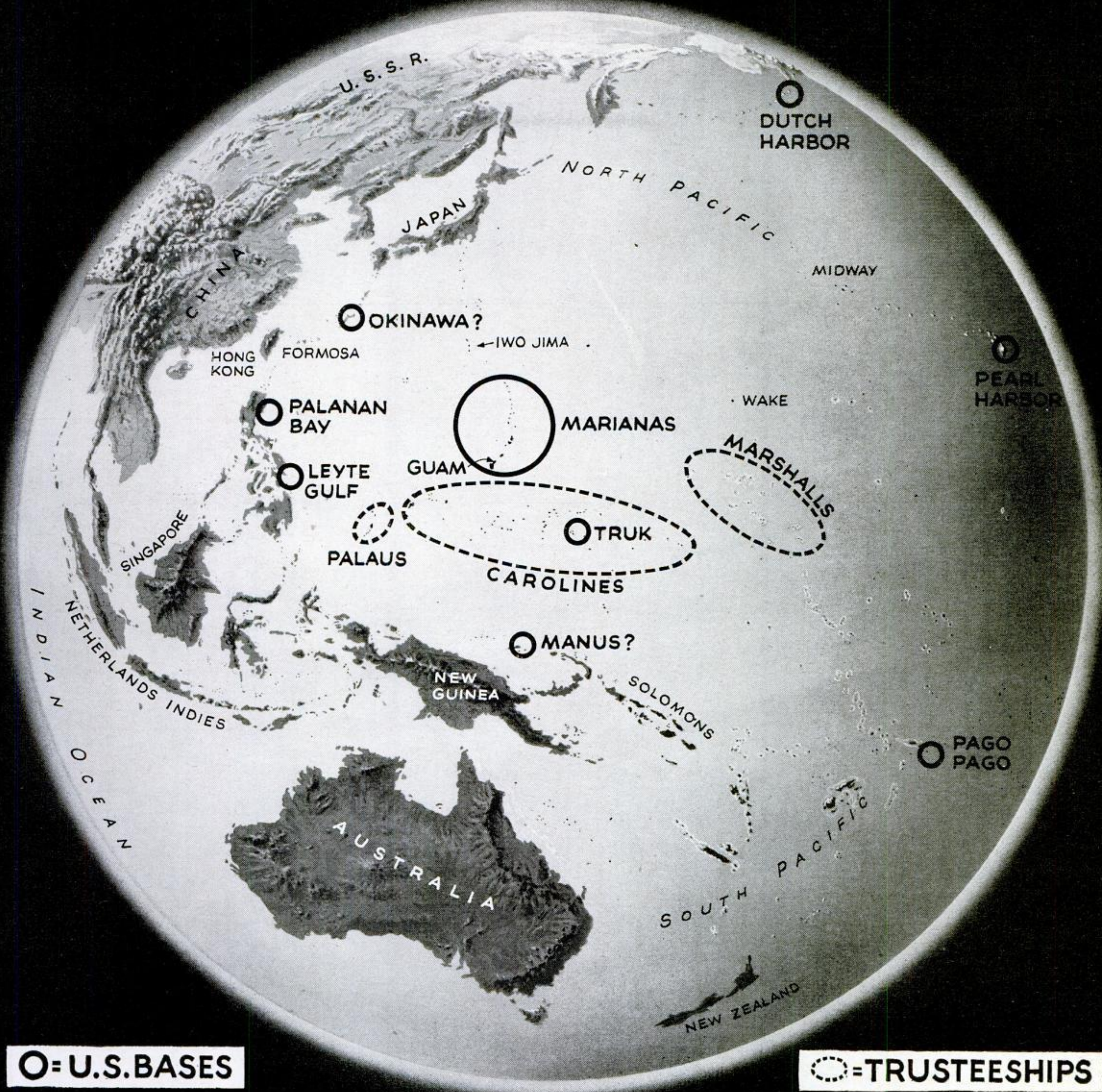
**Laugh with the
"FRESH UP" SHOW**

Hear Barney Grant in the newest... wildest... most hilarious uproar on the air!
Mutual Stations... 8:30 p.m. EWT—
7:30 CWT—6:30 MWT—8:30 PWT.
Every Wednesday

You like it...

it likes you

Copyright 1945 by The Seven-Up Company



Islands of American interest in the Western Pacific are circled above. Solid circles are "strategic areas" for U.S. bases.

Manus and Truk are viewed as alternate possibilities in the south. Areas in the dotted circles will probably be American

trusteeships. These new bases extend the prewar defense line based on Dutch Harbor, Pearl Harbor and Pago Pago.

U. S. BASES IN THE POSTWAR PACIFIC

PLANS FOR TRIANGLE OF ISLAND STRONGHOLDS ARE PERMITTED BY SAN FRANCISCO TRUSTEE SYSTEM

Whatever wars may spawn in Europe, the U. S. government is determined, insofar as men can control their future, that no enemy shall ever again attack us from the Pacific. To assure that, it is resolved to acquire certain strategic bases in the Western Pacific. These will form an approximate triangle. The eastern anchor will be either Truk, now a Jap base, or Manus, an Australian mandate. The western anchor will be one of two harbors in the Philippines (not Manila). The apex may be on Okinawa. Along the Okinawa-Truk leg of the triangle is Guam-Tinian-Saipan, main Western Pacific base. The other Jap islands are of secondary concern to the U. S. as long

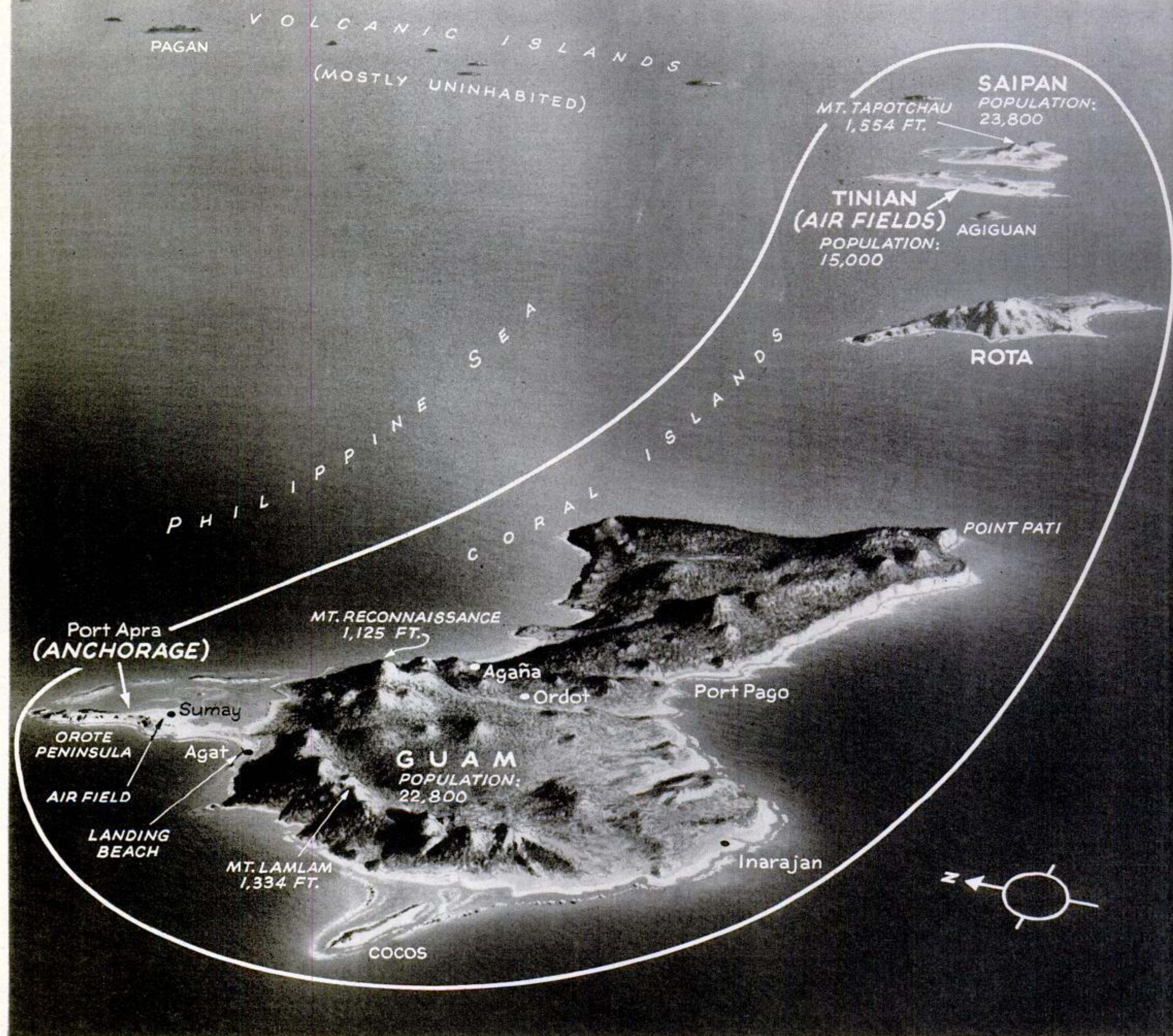
as Japan does not keep them: the Palaus, the rest of the 548 Carolines, the Marshalls, perhaps even the Volcanoes (Iwo Jima) and the Kuriles north of Japan.

The San Francisco trusteeship plan, approved last week by the U. S., Britain, China and France and tentatively by Russia (waiting on "word from Moscow"), does nothing to interfere with this plan. The U. S., like other powers, reserves the right to submit conquered areas to the trusteeship system, or not. Areas designated by the power in possession as "strategic areas" are subject to the Security Council of the world organization, in which the U. S. has the right of veto. The U. S. can veto even the right of

inspection by the world organization. In short, the islands the U. S. wants will be available to the U. S. Navy, if not to the ordinary American tourist, after the war. The air forces may have still other islands, such as Iwo Jima and the Kuriles and Marshalls.

Other Jap islands, circled in dotted lines above, the U. S. may submit to the trusteeship council, which is committed to eventual colonial "self-government or independence." The Jap islands of the open Pacific have a native population, excluding deportable Japs, Koreans and Okinawans, of only 84,900. The "nonstrategic" colonials would be ruled by the U. S. as trustee, answerable to the General Assembly.

MARIANAS



THREE BIG MARIANAS ISLANDS ARE AIR AND NAVAL KEY FOR U. S. IN WEST PACIFIC

The three big, fine islands of the Marianas group are now being used as the main West Pacific base of the U. S. Navy and air forces. Guam, the biggest (225 square miles), held by the U. S. from 1898 to 1941, has a good fleet anchorage but is subject to typhoons, mild earthquakes and half-year downpours. Saipan has a good, but exposed, harbor. Tinian, flattest of the three, has the biggest airfield in the world.

All three are coral grown on the southeastern cornice of a submarine ridge of rock which is the last great step down into one of the deepest holes in the world, the Challenger Deep (31,614 feet deep). The other Marianas, except Rota, are small volcanic specks.

The 100,000 ancestors of the surviving 2,500 courageous, clever, well-built Chamorros, who are Guam's natives, fought the Spaniards for 200 years and made

their last stand on one of the northern islands, Agiguan, and the survivors sailed southward into the Carolines. Besides Chamorros, there are in the Marianas 1,800 Micronesian Kanakas plus deportable Japs. The U. S. declined to take the Marianas (except Guam) from Spain after the Spanish-American War. They were sold by Spain to Germany, mandated in 1919 to Japan over President Woodrow Wilson's protest.

CONTINUED ON PAGE 84

You may know Someone for whom this is

THE MOST IMPORTANT ANNOUNCEMENT IN THE WORLD!



AVAILABLE IN
LIGHT AND DARK COLORS

See this amazing triumph of scientific research
at your nearest Sonotone office*

1. Your hearing is spotty and unsatisfactory—

Thanks to amazing discoveries made in the analysis of nearly 250,000 Audiograms, this new Sonotone "600" can be fitted more closely to your personal hearing loss than ever before. Have the Consultant explain the new Dual Tone-Control that enables him to give you selective amplification of sound as needed in your speech range, and match the instrument's performance to your hearing curve.



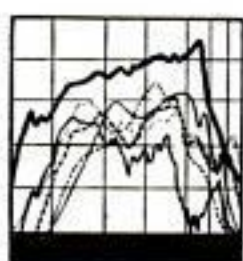
2. You can't hear well in noisy places—

Have the Consultant explain the new BI-FOCAL CONTROL! The most sensational improvement in hearing aids since the electronic tube! You're talking in the proverbial "boiler factory"? Okay! A flick of the Bi-focal Control, and you blot out all the distracting "background" noises. What a saving in nervous tension!



3. You never could hear with a hearing aid before—

Here is astonishing POWER that may change your whole life. This new Sonotone has more power than any previous hearing aid using the same battery voltage! This comparative graph of the new Sonotone (the top line), previous Sonotones and other good instruments, shows the astonishing difference in performance.



4. You have trouble understanding people—

Folks who have tested the new Sonotone are enthusiastic about its CLARITY and ease of reception. There is little distortion of sound, and thanks to war production experience making receivers for the Signal Corps that had to be smaller than ever before but "sure-fire" under any battle or climatic conditions, the new Sonotone receiver has a new and lifelike purity of tone. It holds the characteristic overtones of speech, friends' voices, musical instruments.



5. You have to be close to people to hear—

When the Consultant fits you with the new Sonotone "600", note its extreme SENSITIVITY! You'll love it when you hear better with the volume control halfway on than you do now with the volume on full. Possible only because of notable advances in electronic tube design, many of them the fruit of Sonotone's war production experience in making great quantities of midget tubes for our armed forces.



6. You have to keep adjusting your volume control—

We had 250 hard of hearing people test advance models of the new Sonotone before it went into production. One almost universal reaction was that it nearly doubled their hearing range. They didn't have to keep juggling the volume control up and down.



7. You want to cut your battery costs—

One of the amazing characteristics of the new Sonotone is its ECONOMY of batteries. People testing samples for us, who ordinarily used 45-volt batteries, found they could hear better with this new instrument, using 22½-volt batteries. Many of them with the volume only halfway on! That means many dollars a year saving.



8. You have to strain to hear—

Then most of all you'll want to see the new Sonotone. For here is new power, sensitivity, clarity, ease of understanding and certainty of hearing in noisy places—all carefully blended together to help take the strain and tension out of hearing.

*Look in your 'phone book for the Sonotone office address, or if there isn't one in your town, write Sonotone, Elmsford, N. Y. In Canada: write 229 Yonge St., Toronto.



When the weeds are stubborn
and the sun is hot...

There's

**QUICK
COMFORT**

in a glass of **ICED TENDER LEAF TEA!**

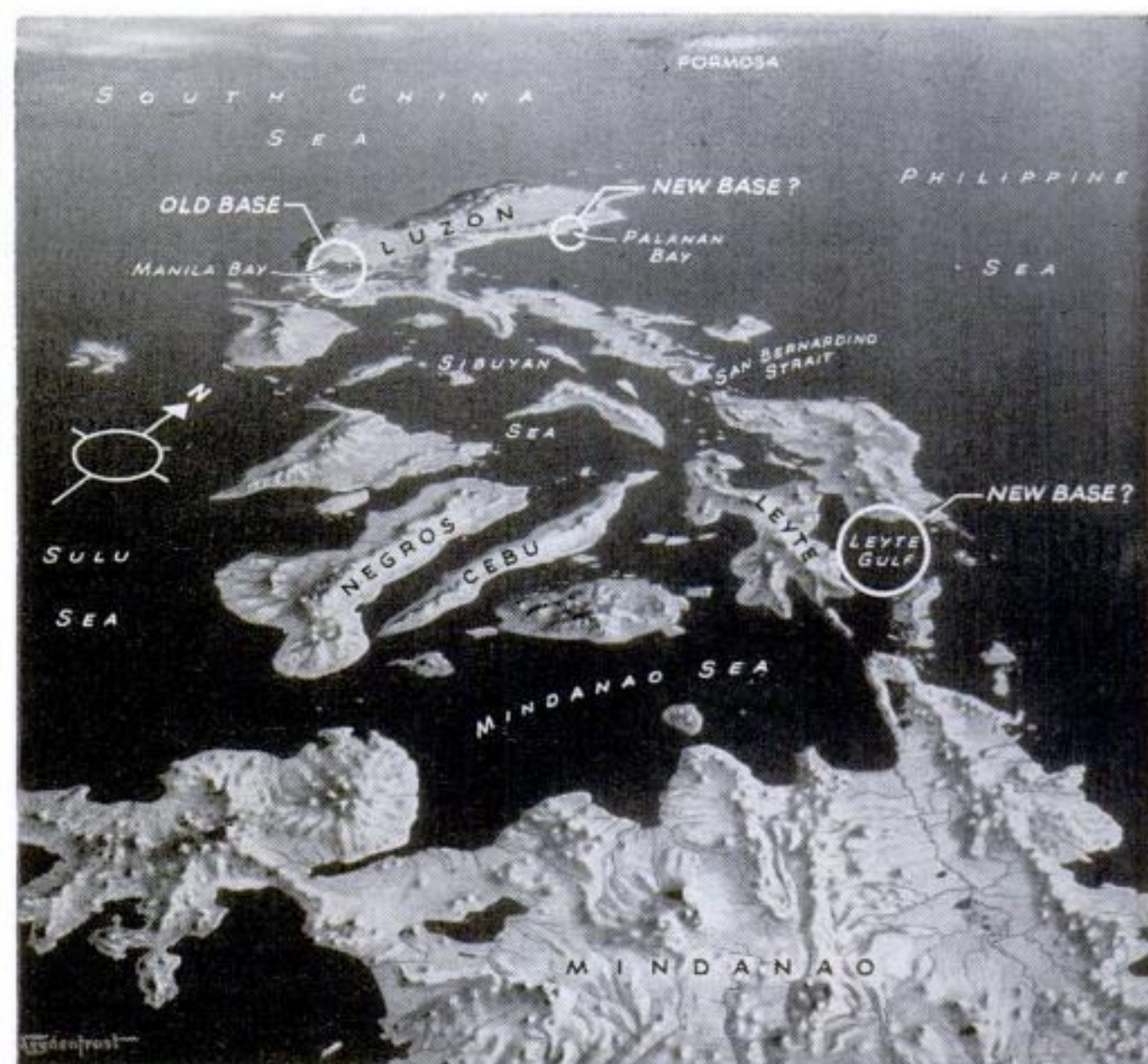


Here's a "gardening hint" well worth remembering! Next time a tussle with the weeds leaves you hot and tired and dusty... you'll find quick comfort in a glass of iced Tender Leaf Tea. There's a "lift" in it along with the blessed coolness... and a flavor so delightful you'll want to enjoy it often. Millions know Tender Leaf Brand Tea as richer, more fragrant. As a matter of fact, the flavor is so pronounced it comes right through the ice. In packages and filter-type tea balls.



TENDER LEAF TEA

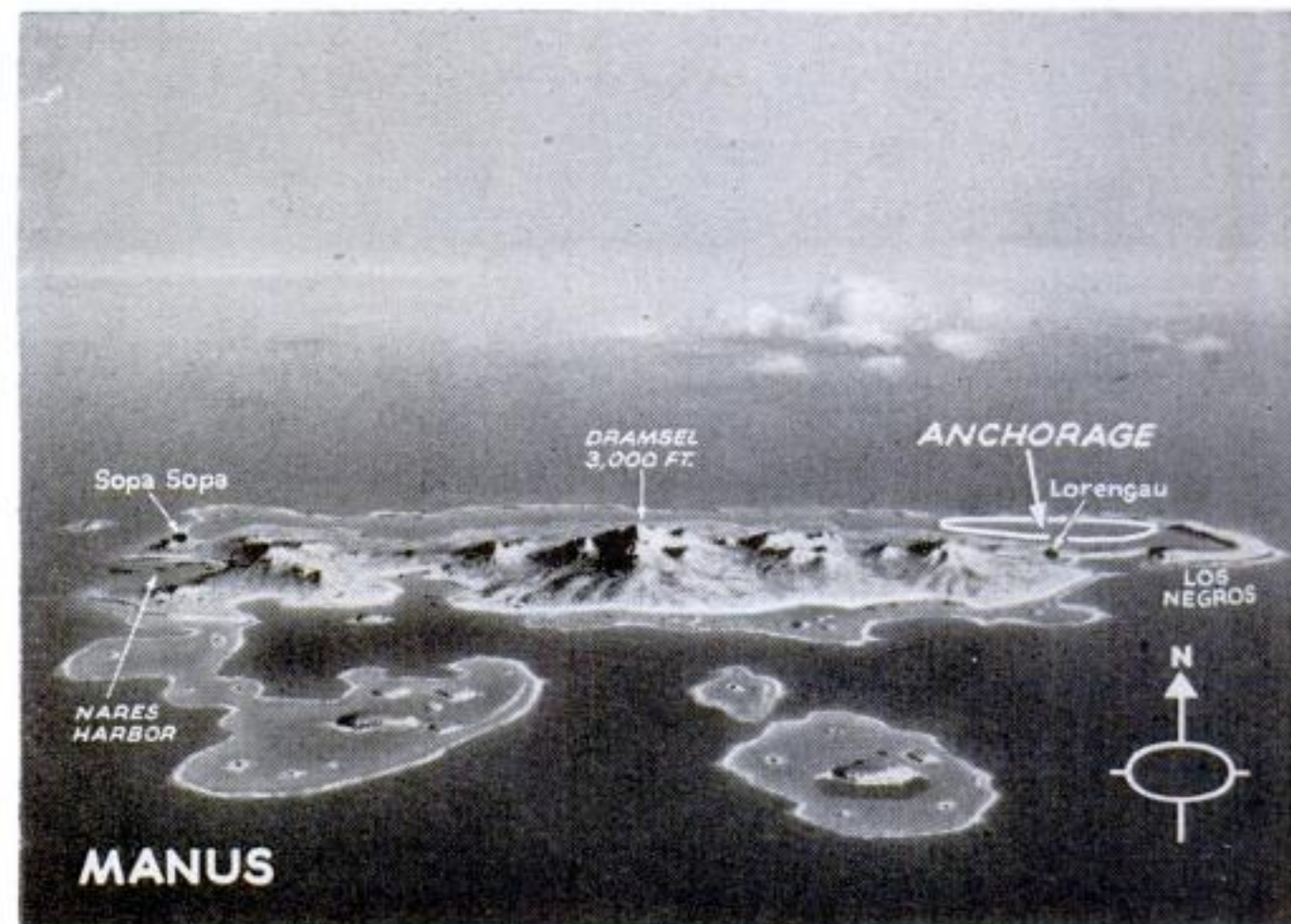
Pacific Island Bases CONTINUED



The Philippines will be the western anchor of the U.S. triangle of islands in the Western Pacific. Manila will be discarded as a major base since a surprise attack would bottle the fleet in the South China Sea. Much better would be Leyte Gulf, which opens both east and west, or Palanan Bay (both marked above). Philippine President Osmeña reaffirmed May 24 the Filipinos' "necessity of American protection."



Truk, the group midway in the long east-west chain of the Carolines, contains about 70 islands inside a great reef. Jap naval base is on Dublon. The U.S. might use this or another Truk island, or move the eastern base of the island triangle elsewhere, possibly southward to Manus (below). Truk is still held by the Japs, but U.S. has bombed, by-passed it. Non-Jap population of amiable Malayan-Polynesians: 15,000.



Manus, or Great Admiralty Island, is the biggest of the Australian-mandated Admiralty Islands, south of the Equator. The U.S. has already built a huge naval base there, which the Australians are willing to share after the war. Anchorage is in lagoon on far side. If U.S. uses Truk it may not want to use Manus. Native population is 13,000 cannibalistic Papuans. Germany owned the Admiralties until 1914.

Write your Serviceman more often . . . Send it via V-Mail



Smother Going...

for men who are going places

It can't be defined in words . . . that aura about a man which comes of confidence and poise and well-being . . . a bearing that seems to give a man the green light—sets him high in any gathering. Some call it the "Seaforth Look." Yes, it could be partly due to a daily grooming with those super-refreshing toiletries of Seaforth. Learn what it means to step out each morning with "That Wonderful Seaforth Feeling." (In sturdy polished stoneware mugs and jugs—for that bracing outdoors suggestion of Scotch heather and fern.)

P.S. That man's Day is coming... Father's Day, June 17th



Seaforth!
FOR MEN

Shaving Soap
Shaving Lotion
Men's Talc
Men's Deodorant
Hair Dressing
Cologne
Liquid Shaving Soap
Men's Soap

ALFRED D. McKELVY CO. 10 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK

What a morning! What a meal!

...this rousing good breakfast of hearty whole wheat

Folks, here it is! A delicious breakfast that's tops for taste! Because in every golden biscuit of Nabisco Shredded Wheat there's full, ripe, natural flavor drawn from the summer sun — for you!

You get real body, too, in this mellow whole wheat cereal — sturdy nourishment you need at breakfast! In fact, Nabisco Shredded Wheat is as good for you as a bowl of cooked cereal! And no fussing over the hot stove, either!

The family can't wait for tomorrow... when they know there's going to be fresh, crunchy Nabisco Shredded Wheat — the original Niagara Falls product — on the breakfast table!



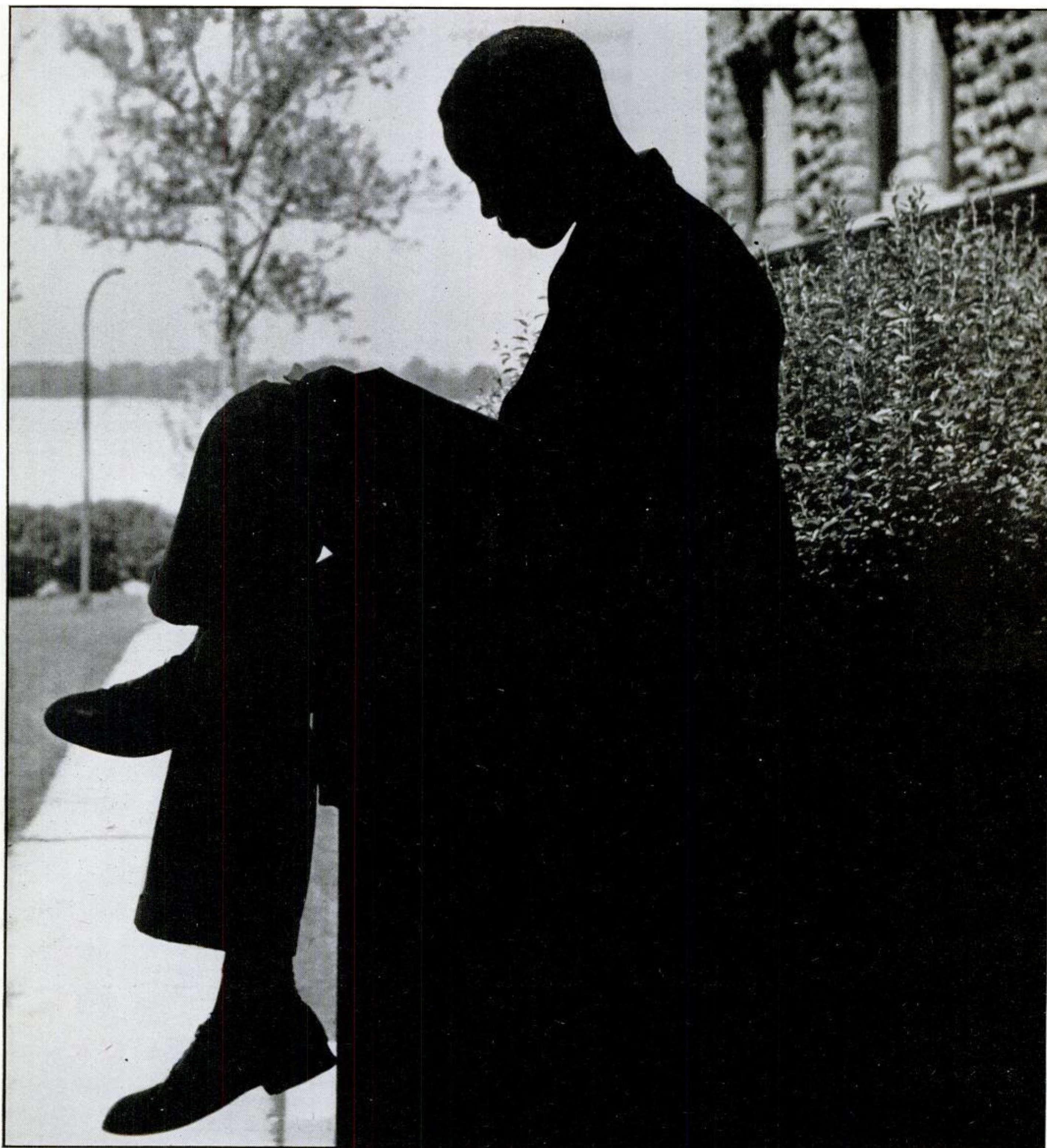
Delicious, ready to serve...

*yet as nourishing as
a hot cereal*

ANOTHER DELICIOUS PRODUCT BAKED BY NABISCO



NATIONAL
BISCUIT
COMPANY



Black Boy

A Negro writes a bitter autobiography

Photographs for LIFE by GEORGE KARGER

Black Boy is the autobiography of the youth of a 37-year-old Negro named Richard Wright who, in 1940, wrote *Native Son*. That novel, which placed Wright among America's most gifted writers, was a bitter, fictional account of a Negro's revolt against the life imposed on a Negro in the North. *Black Boy* (Harper, \$2.50) is a bitter, true story of a Negro boy's struggles against the life imposed on his race in the South.

Richard Wright was born on a Mississippi plantation and reared by a fanatically religious grandmother. Some of the

things that happened to him could have happened to many boys brought up in dire poverty anywhere. But Richard was more sensitive and articulate than most. He was also black and brought up in the South. This is what makes *Black Boy* not only a brilliant autobiography but a powerful indictment of a caste system which is one of America's biggest problems.

On the following pages LIFE presents a picture-dramatization of Richard Wright's *Black Boy*. None of the actors in LIFE's story has any connection with incidents in the book.



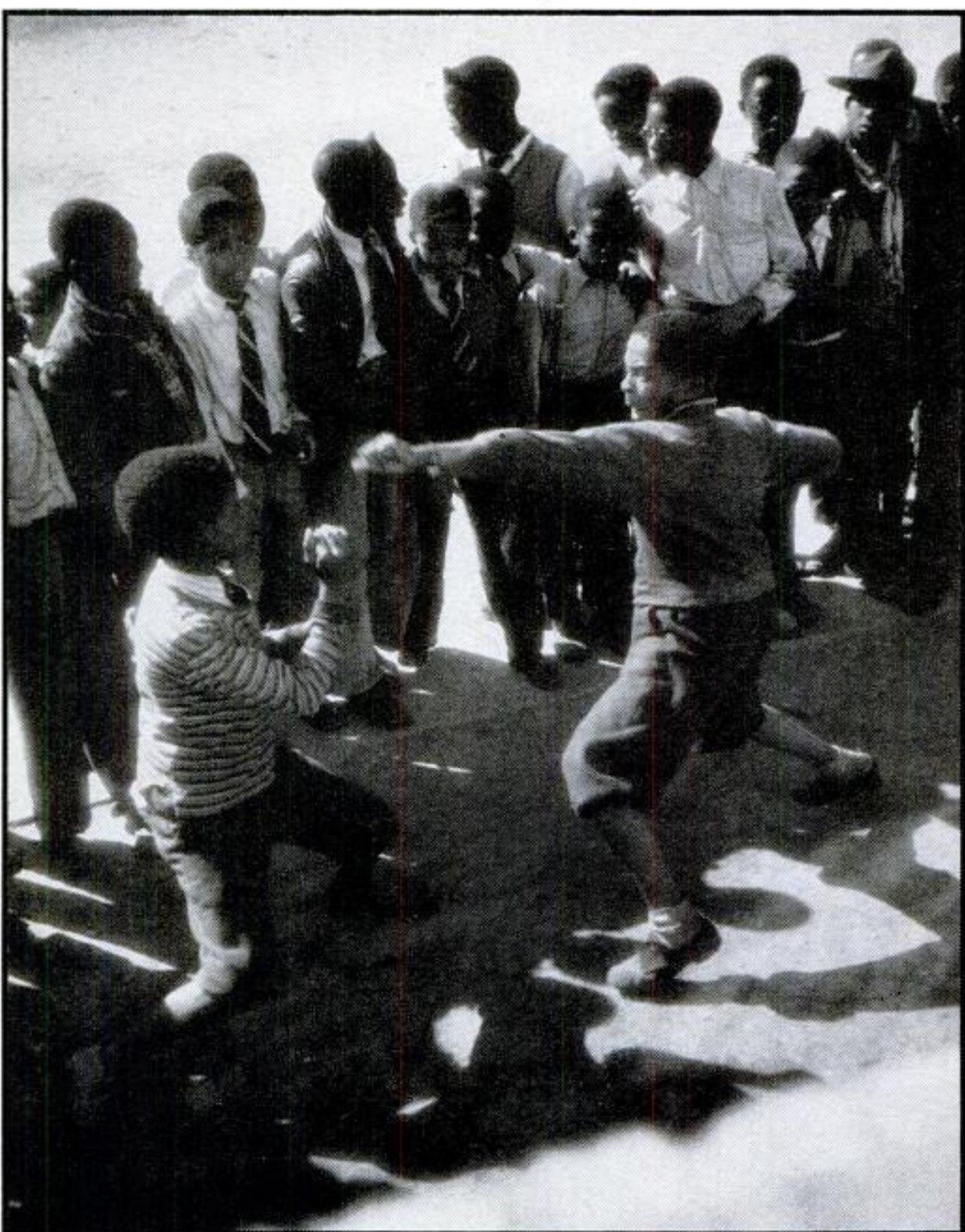
At the age of 6, Richard Wright became a drunkard



HIS MOTHER'S LONG ILLNESS following a stroke had a marked effect on Richard's whole life. Richard's father was a porter in a Memphis drugstore who deserted his wife and two sons after bringing them from the plantation where Richard was born. Richard's mother struggled to support her children. While she cooked in white folks' kitchens, Richard roamed the streets and cadged drinks in saloons (*opposite page*).



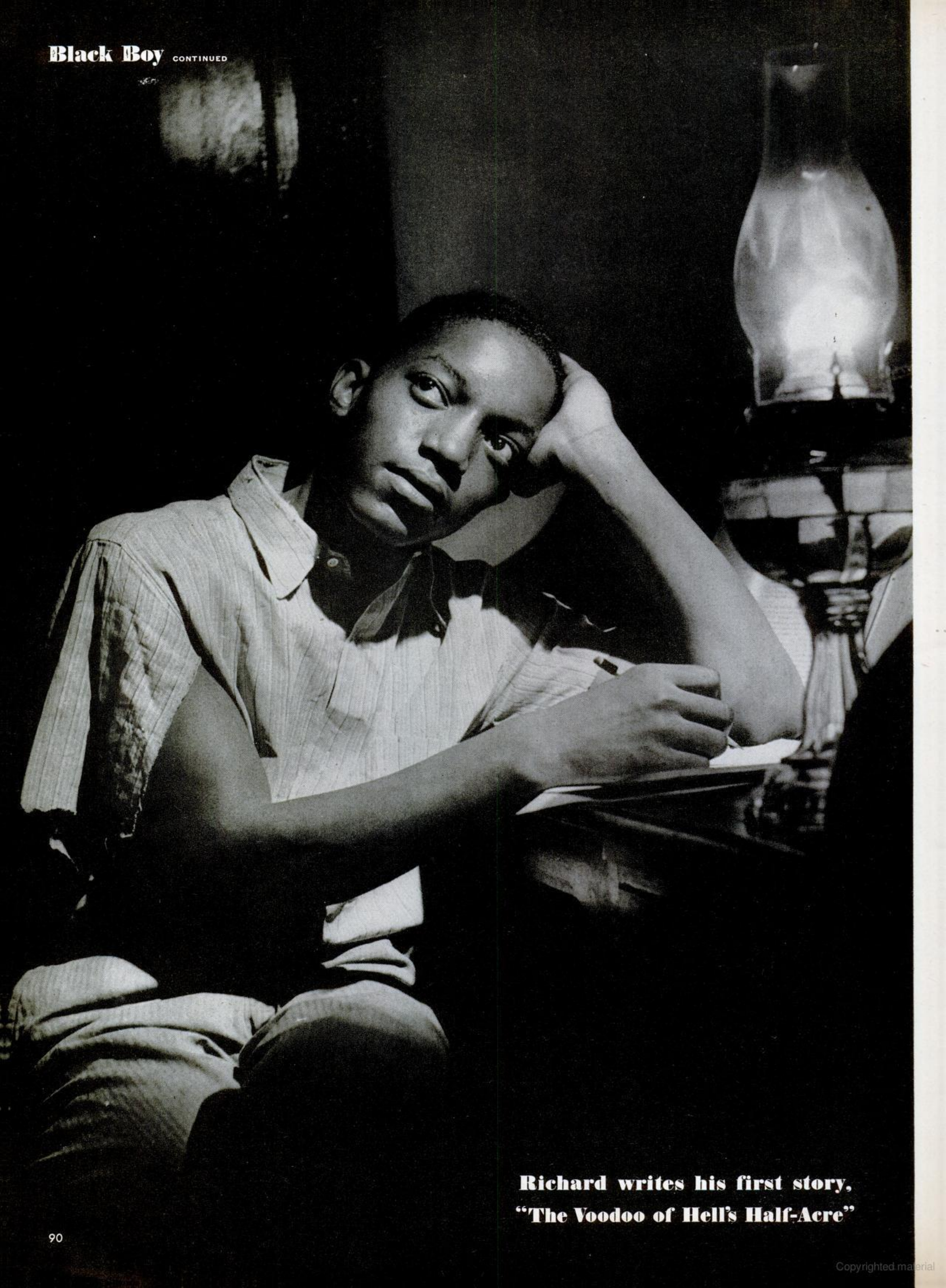
RICHARD'S GRANDMOTHER tried to cure his "evil ways" and win the boy to her fire-and-brimstone religion when he and his mother went to live with her in Jackson, Miss. "You're going to burn in hell," Granny warned 12-year-old Richard, who went to sleep in prayer meeting. Richard could not believe in his grandmother's God. But later, when his mother begged him to be baptized, he consented with inner reservations.



AT SCHOOL his most important test came when the classroom bully picked a fight with him. "I fought tigerishly," says Wright, "seeking to draw blood as proof that I was not a coward." The school bell put a temporary end to battle, but next day Richard came prepared. He wore a cheap ring he had found. He had removed the stone, leaving prongs sticking up. His opponent refused to fight and Richard won by default.



AUNT ADDIE was the teacher. This neurotic woman hated having her nephew in school. One night she falsely accused Richard of having eaten in class and went after him with a switch. "I grabbed up a knife," says Wright, "and held it ready for her." When Granny tried to take the knife, Richard ran out into the back yard. Grandpa found him crying on the back porch. "You're bad. You'll end up on the gallows," he said.



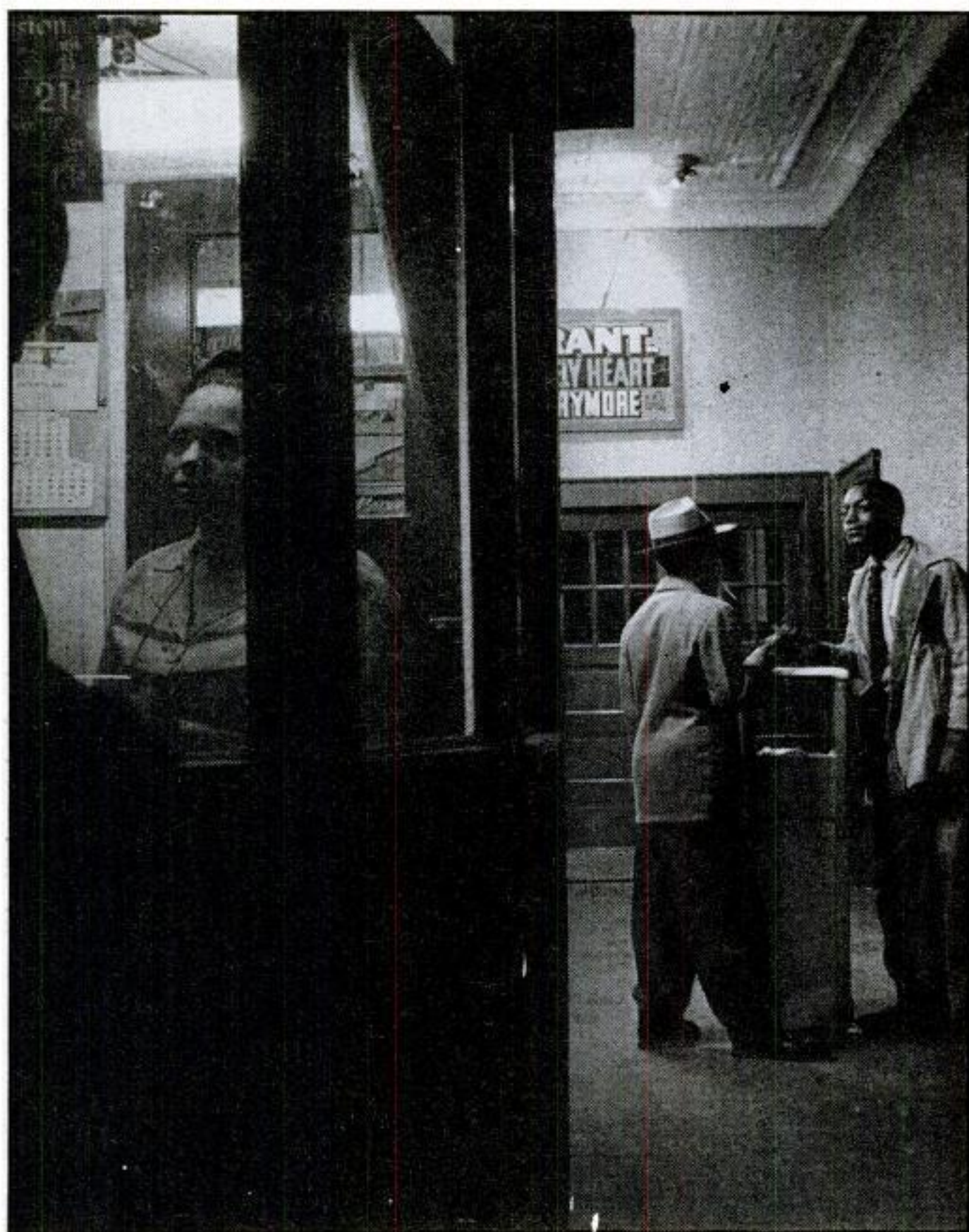
**Richard writes his first story,
“The Voodoo of Hell’s Half-Acre”**



THE LOCAL NEGRO EDITOR ran 15-year-old Richard's first story in his newspaper. It was a melodramatic piece about a villain who tried to steal a poor widow's home. Richard wrote it to impress his eighth-grade classmates. He found, says Wright, that it cut him off from them "more completely than ever." They were suspicious of him because he was different. Granny said the story was "devil's work." Aunt Addie said it was a "sin."



"THIS IS 'WHITE' MAN'S WORK, NIGGER," the optical company employees threatened on the day Richard, aged 15, tried to learn how to grind lenses on his first big job. The boss who had hired Richard was a Yankee. "I knew I would never learn to operate those machines," says Wright, "as long as those two white men stood by them. When the boss asked 'Don't you want to work here any more?' I answered 'No, sir.'"



IN A MOVIE HOUSE in Jackson, Richard got a job as ticket-taker. "I gave the boss a pledge of my honesty," says Wright, "feeling absolutely no qualms about what I intended to do." He had now come to hate whites for the way they had treated him. Richard palmed some tickets, resold them. In two weeks he stole \$75, skipped to Memphis. On train he wept with remorse at his crime. "I never stole again," says Wright.



IN BEALE STREET BOARDINGHOUSE, 17-year-old Bess tried to make up to Richard. Richard shyly retired to his bedroom and locked himself in. In Memphis he made no real friends. "I had come from a home where feelings were never expressed," Wright explains, "except in rage or religious hatred. I learned the full degree to which my life at home had cut me off, not only from white people but from Negroes as well."



TO AMUSE THEIR WHITE EMPLOYERS Richard and his friend were talked into a fight. They ended up enemies. "The hate we felt for the men who yelled obscenities at us and who were treating us like fighting cocks," says Wright, "went into the blows we threw at each other. . . . This was the culture from which I sprang, this was the terror from which I fled. . . . I left Memphis for Chicago (opposite) without a sin-

gle backward glance." *Black Boy* ends as Wright, 18, leaves the South. Wright plans to complete his autobiography and tell what happened to him after he went north. That story would include early jobs in Chicago as porter and ditchdigger, work on the Federal Writers' Project, how he joined the Communist Party and left it, and how he married a white woman, settled in Brooklyn, wrote his best-selling *Native Son*.



TRACK N° 5

DEPARTING 10.30 A.M.

**MEMPHIS
TO
CHICAGO**

The Lives of Winston Churchill

Part III

Up for re-election, the war man scorns an easy peace. . . . He seeks a reborn Europe, a friendly Russia. . . . But his chips are on the Empire and U.S.

by CHARLES J. V. MURPHY and JOHN DAVENPORT

Winston Churchill is best known to the world as a scowling, belligerent, V-making Englishman stumping over a heap of London rubble. Here, other men said at the time, is the unconquerable man. But those close to Churchill cherish him best for certain little-known and poignant scenes that have touched the well-springs of his sentiments.

One such occasion concerns his visit to the ruins of the Carlton Club in London after the Nazi bombers had passed. It was here that the younger Pitt received from George III the summons that meant he would be Prime Minister of England at 24. Much of the building was gone and in the dining room plaster covered the floor, but the soup was still warm on the plates. Churchill scuffed at a heap of rubbish, glanced down, then stooped to pick up a fragment of marble. It was all that remained of the bust of the young statesman who raised the coalitions that brought down another tyrant of Europe. Tears sprang to Churchill's eyes and he turned away. One who was with him said his grief was as real as if he had come upon the broken body of his own son.

Luckier than Pitt, who died nine years before Napoleon was conquered, Churchill has outlived England's most dangerous enemy. Ahead may be the opportunity of fulfilling the role of peacemaker which the brilliant Pitt was denied. Looking out from his little island, Churchill sees a still-unfinished war half the world away and, close by across the Channel in Europe, a scene of devastation, poverty, degradation and catastrophe such as would have appalled Pitt. England, too, is weak and Winston Churchill knows in his heart that he cannot count just on the tides of history to sweep England into another golden century. He has warned his own countrymen, "Let there be no mistake about it. It is no easy cheap-jack Utopia of airy phrases that lies before us." And American visitors who come bustling into No. 10 Downing St., brimming with optimistic enterprises, are sometimes met with the belligerent greeting, "Well, are you another of those planners of the wonderful world?"

Sweat and thrift is the slogan on which Churchill is going to the country in the general election now scheduled for July. He himself forced the election by summarily resigning as Prime Minister when it

became clear that the British coalition could not carry through the Japanese war. But scarcely had he resigned when he "kissed hands" as the King reappointed him to carry on the affairs of state until the British people have spoken. Now the double task of electioneering and of maintaining a temporary government falls on his shoulders. Churchill has met it with characteristic gusto. As of old, he is up by 7 or 8 in the morning at No. 10, impatiently calling for his breakfast tray and "my boxes"—the black dispatch boxes bearing the state papers of which he disposes with tabs of his own devising, some red, demanding "Action this day," some of different colors requiring execution in a day or so, depending on his impatience. Thus he gets rid of his early correspondence before ever leaving his bedroom—a method that has proved so successful over the years that if he had to live his life over again he would bar everyone but secretaries until noon.

But the contents of the ancient boxes have changed. No more the morning reports from "Bomber" Harris telling of the latest strike into Germany. And no more the cables signed "Franklin." Today, though news pours in from the Far East, the boxes are chiefly stuffed with other kinds of papers—reception arrangements for British troops coming home from the Continent to the gloom of Liverpool and Glasgow; the repatriation of the homeless wanderers of Europe; the latest frustration in the never-ending attempt to save Poland. The statesman who never had any luck with figures has to grapple with the financial intangibles flitting through the bosky dell of Bretton Woods. The man of impatience has to follow the inching negotiations of San Francisco. And all this amidst the hurly-burly of a bitter campaign wherein his own country and the whole world waits for Churchill to prove that he can carry England forward.

House of many mansions

Five years ago the war man promised, "The day will come when the joybells will ring again throughout Europe, and when victorious nations, masters not only of their foes but of themselves, will plan and build in justice, in tradition, and in freedom a house of many mansions where there

CHURCHILL THE TORY LEADER received an ovation at Conservative Party Conference last March. Tories stood up

will be room for all." Now more than ever it is fair to ask: what kind of a house does Winston Churchill want?

Obviously this Englishman is no One Worlder as was Wendell Willkie, nor is he a Wilsonian with Fourteen Points graven in his heart. Churchill resolved the moral dilemma of the war through two precepts: one was expressed in his Old Testament wrath against Hitler, "that evil man"; the other was the injunction to get on with the fighting. Aside from the Atlantic Charter, he and Roosevelt seem to have agreed not to be sucked into the controversy over universal war aims. In 1942, when the U.S. Senate was worrying about a resolution on this subject, he blurted out in a private meeting of the Foreign Relations Committee, "Don't resolve. We have enough trouble now."

This hanging back from the Wilsonian dream troubles many Americans; it may well be Churchill's blind spot. Nevertheless there is an intelligible pattern to his political philosophy. It begins, of course, with his own country. Long ago Admiral Fisher admonished him, "Does it matter if they shoot you or hang you or send you to the Tower, so long as England is saved?" One way of





and crowded around the Prime Minister (seated right), singing *For He's a Jolly Good Fellow*. At this meeting Churchill in-

dictated that if forced into a general election he would run on Conservative ticket. The election is scheduled for July with

British Labor putting up a tremendous fight. The man whom the Tories cast out in the 1930s is now their indispensable man.

preserving British security in the modern world, Churchill has again and again reminded his people, is to rebuild some kind of League of Nations. Yet the more he looks at Dumbarton Oaks the more it appears as a kind of agreeable wooded landscaping for the grand coalition and the realities of power politics. His talk is all of the need of "supports," "inner substances" and "buttresses" to prop up the new world order. And of these he numbers four as paramount to Britain's interest: 1) the maintenance of the British Empire and Commonwealth, 2) the "fraternal association" of the Commonwealth and the United States of America, 3) the alliance of Britain and Russia, and 4) the raising up of the "glorious continent of Europe, the parent of so many states, from its present miserable condition as a kind of volcano of strife and turmoil, to its old glory as the family of nations and as the vital expression of Christendom."

For Churchill, Europe is the "seed bed" of Western civilization—a conception he will hotly defend against American and Dominion visitors who are prone to dismiss it as a squalid hodgepodge of nations forever embroiling the rest of the

world in wars. He counts himself a "good European" and still carries a cane inscribed "To my youngest minister" which was given to him by that lover of France, Edward VII. Yet it is precisely in Europe that Churchill has run through all the permutations of power-balancing only to find no final answer. He was for Germany in 1908; for France and Russia against Germany from 1911 through 1917-18. In 1920 he wrote to Lloyd George, "Since the Armistice my policy would have been 'Peace with the German people, war on the Bolshevik tyranny.'" In the years between he took up the ideas of Count Coudenhove-Kalergi for a United States of Europe. Now he is back to dependence on a crisscross of alliances, with Russia once more a cardinal point in his policy.

"I've been doing business with Russia"

A balance-of-power game is no use in Europe when the power to be balanced outweighs the total strength that can be collected against it. Churchill's old friend Smuts, the second man in the Empire, put the case nakedly in 1943. Pointing out that three great states—Germany, Italy and

France—had in varying degrees disappeared from the power game, Smuts called Russia the new Colossus and said, "You will have Russia in a position which no country has ever occupied in the history of Europe." Churchill may have sensed what was coming when, strolling one afternoon in the Bois after the last war, he warned an American friend, "Watch Russia—that's where the weather's coming from."

Will the strong east wind of Russia be a friendly wind? Or will it shriek and howl around England's cottages? Careful study of the Churchillian policy suggests that he is assuming the first, but not overlooking the long-term possibility of the second. His personal behavior toward the Russians has been a model of correctness. What he has seen of Russia has revived his admiration for the Russian people. Himself a man of detail, he was impressed by Stalin's exact knowledge of a wide variety of American and British military and industrial statistics. He once told a group of Tory M. P.'s, "I've been doing business with Russia—big and successful business." Somebody muttered that Russia was not to be trusted. Churchill answered bluntly, "Stalin has never welshed on a



**A date with a
favorite cola!**

**THE COLA DRINK WITH
CANADA DRY QUALITY**



**BRINGS BEAUTY
TO BARE LEGS**

**"Stocking
Stick"**

LEG MAKE-UP

*Goes on so Easily
...Lasts so long*



Only 40¢ at
Drug and
Department
Stores...

The Armand Company, Des Moines 6, Iowa

CHURCHILL CONTINUED

promise." He likes to think of the Anglo-Russian 20-year treaty as a "cantilever bridge" thrown over Europe; the treaty between the Russians and the French was partly his inspiration. It is his constant theme, also sounded by Foreign Minister Eden, that the tighter Russia can be bound by such friendly arches into the general Western security scheme, the less chance she will have for disrupting it. To let her slip back now into isolation would almost inevitably mean war in a decade.

Yet in clasping the Bear to his breast, Churchill is under no illusion as to the nature of the animal. In the case of Poland he supported from the first the Russian demand for territory up to the Curzon line. When the Polish Premier Mikolajczyk demurred, Churchill personally bundled him into an airplane, flew him to the Kremlin in 1944 and there, according to some accounts, pounded on the table to make the Pole see Stalin's side of the case. Yet at the same time he held out for a "free and independent" Poland and apparently raised questions about Russia's intentions in Eastern Europe from the Baltic to the Black Sea. He is not oblivious to the "tight leash" on which the Kremlin holds Yugoslavia, Czechoslovakia, Rumania, nor has he failed to notice the blackout which has descended on these and other countries as they pass under Russian control. The Kremlin's almost brutal disregard of the Yalta promise with respect to Poland has alarmed him. So did Tito's opportunistic leap into Trieste. It was a disillusioned Churchill who recently said, "There would be little use in punishing the Hitlerites for their crimes if law and justice did not rule and if totalitarian or police governments were to take the place of the German invaders."

The awful doubt that weighs on Churchill is whether the Bear returns to Europe in the spirit of Lenin, or whether it is a more tractable Bear which no longer carries revolutionary fires in its belly and no longer confronts the world with an insoluble ideological conflict. For to this man ideology, whether it be of left or right, means regimentation and loss of freedom; whereas what he calls liberal idealism is a "cheerful light playing over the thoughts and hopes of men and inspiring noble deeds." The difference was poignantly clear to him when he went to Italy and found himself in a whirlpool of ideologies—the spent eddies of Fascism, Tito's Communism giddy with victory, the timid reassertions of Italian constitutional monarchy and democracy, all mixed together. As if to resolve the doubts that trouble all thoughtful men of Western traditions when they look out upon the world, he jotted down the following questions which he called "The Seven Tests of Freedom":

Is there the right to free expression of opinion and of opposition and criticism of the Government of the day?

Have the people the right to turn out a Government of which they disapprove, and are constitutional means provided by which they can make their will apparent?

Are there Courts of Justice free from violence by the Executive and free of all threats of mob violence and all association with any particular political parties?

Will these Courts administer open and well-established laws which are associated in the human mind with the broad principles of decency and justice?

Will there be fair play for poor as well as for rich, for private persons as well as Government officials?

Will the rights of the individual, subject to his duties to the state, be maintained and asserted and exalted?

Is the ordinary peasant or workman, earning a living by daily toil and striving to bring up a family, free from the fear that some grim police organization, under the control of a single party like the Gestapo started by the Nazi and Fascist parties, will tap him on the shoulder and pack him off without fair or open trial to bondage or ill treatment?

It was a great Englishman, a true citizen of the world, who thought to propound such questions on the very threshold of totalitarianism. When the tests are applied to Russia and the countries under her influence, one perceives at once the differences separating



WILLIAM PITT, Napoleon's foe, was Churchill's 18th Century counterpart.



**ELGIN'S LATEST CONTRIBUTION TO VICTORY
—THE FINEST MARINE CHRONOMETER
IN THE WORLD**

● It's the master navigating instrument on a ship—the Marine Chronometer. Timekeeping accuracy, dependableness are vital. As one of its war tasks, the Elgin Watch Company has designed and equipped itself to make these precision instruments. Before World War II, Marine Chronometers had never been manufactured in this country. The Elgin Chronometer has advantages over any other ever made anywhere.

HOLD FAST TO YOUR DESIRE...

*there will be
more Elgins*

PROBABLY you have been unable to find the Elgin Watch of your choice. If so, don't let your hopes down. For the day is steadily drawing nearer when you can again select from a generous array of brilliant new Elgins.

Meanwhile, the fourth generation craftsmen who will make these fine timepieces are devoting their precision skills to vital war work... just as you would expect. But their nimble fingers are eager to get back to the creation of Elgin Watches for men and women, for you.

And those will be timepieces of true distinction... in beauty and in accuracy. So hold fast to your desire when you see foreign-made watches trying to take the place of the American-made Elgins. There will be more Elgins... gracefully styled and dependably accurate. You'll be glad you waited for an Elgin. Elgin National Watch Company, Elgin, Illinois, U.S.A.



Lady Elgin **ELGIN** *Lord Elgin*

AMERICA'S OWN DISTINCTIVE WATCH WORD SINCE 1865



A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

It Needs No Brush
Not Greasy or Sticky

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

SMOOTHS DOWN SKIN

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

SEND FOR GUEST-SIZE TUBE

If you want to try Glider right away, get a regular tube or jar from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used. Send your name and address with ten cents to The J. B. Williams Co., Dept. HG-09, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

CHURCHILL CONTINUED

them from Churchillian—i.e., classical—liberal standards. They account for Churchill's feverish desire to see France restored as a major power and to bring about some meshing of British, French, Belgian and Dutch interests, along the lines of the Western bloc proposed two years ago by Smuts. But he has no desire to make this a Western counterpoise to Russia. That would be possible only if Germany were revived as a deliberate item of policy. And concerning that wretched nation he has said that it must never become a bone of contention between Britain and Russia. For a spiritual offset to the new Colossus the Englishman has had to look across the oceans—to the self-governing Dominions and the U. S.

When Churchill growled, "We mean to hold our own. . . . I have not become the King's First Minister in order to preside over the liquidation of the British Empire," he shook American public opinion. But England was not shaken. That was what it expected a prime minister to say. And concerning the proposal for colonial trusteeships, Englishmen delighted in the quip that flew back from Yalta, "What? Does this mean the fumbling fingers of 49 nations dipping into our inheritance?"

Empire to Commonwealth

"Why not be emotional about the Empire?" he once remarked to his friend, Prime Minister Mackenzie King of Canada. To a witty fellow like G. K. Chesterton the members of the Empire were like passengers in a bus: they got to know each other only in case of accident. And to Marxists the Empire is an instrumentality for exploiting the humble drawers of water and hewers of wood. But to Churchill it remains one of the noblest political creations of mankind, a creation which he has watched grow and evolve in its own unique fashion. The young swashbuckler who was in the thick of the Boer War was one of the first to argue that South Africa be given greater freedom, an act which earned him the lasting friendship of Field Marshal Smuts. In 1921 he was Secretary for the Colonies with South Africa, New Zealand, Australia and Canada in his portfolio. The Statute of Westminster of 1931 officially proclaimed them free and independent Dominions so that part of the Empire is a true federation of free states. But Churchill is never squeamish about using the old term. On one of his Washington visits, while strolling about the British Embassy grounds one summer evening with some American congressmen, he was stirred into giving an impromptu speech on his favorite topic. When the word "Empire" popped out, he stopped, juttied out his jaw and added, "Or, if you prefer, British Commonwealth—we have labels to suit all tastes."

In one of his first speeches in the Commons young Churchill said, "British influence is a healthy and kindly influence and makes for the general happiness and welfare of mankind." He believes so today. To him the Empire—and/or Commonwealth—is a ready-made building block to be fitted into whatever world order evolves. He has never gone along, however, with the frisking Beaverbrook, whose newspapers for two decades have wanted to transform the Empire into a kind of closed corporation. Nor did he back Lord Halifax' suggestion in 1943 that the Empire should speak with "one voice" in international councils. During last year's imperial conference in London many Englishmen hoped he would bludgeon Dominion prime ministers back into a tight federation. Instead he gaily reminded them that the old song "A boy's best friend is his mother" is still a good song.

The tight versus the loose federation has been discussed many times between himself and Mackenzie King, who has summed up Churchill's feeling as follows: "Some people live for finality. They are the ones who say the air you breathe has nothing to do with life. They must have the outward and visible proof of unity—a piece of paper. Others prefer growth and natural evolution. Winston and I say that when you have the breath of life, the spirit of unity, that's all you need."

But then there is India, the clanking skeleton in Churchill's closet. On the issue of India, all of his fine talk about the free association, his liberal record seem to stand contradicted by his fierce opposition to self-government in 1929-35. Why did he do it? The common explanation is that he loathed the MacDonald-Baldwin combination then running England, and in the proposal to turn India loose ("a hideous act of self-mutilation") he thought he had a popular issue with which to drive them out of power. Yet his opposition was no mere act of political opportunism. As his friends point out, his subaltern memories left him with a real despair over Indian corruption, the vast suffocation of the caste system, the disunity of Moslem, Hindu and native prince. He kept saying in effect, "We must not throw away the work of Clive and Dalhousie."

After five years of controversy he confessed to a Tory friend that



Country Doctor Pipe Mixture

the pipe smoker's

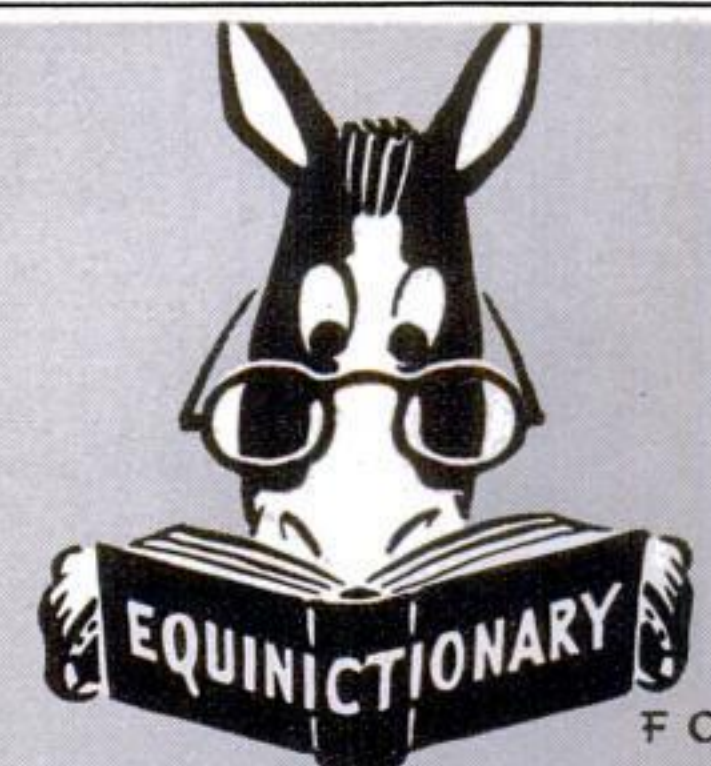
ECONOMY-LUXURY

25 Extra-pleasureful pipefuls, for 25¢



TRY IT TODAY

If your dealer doesn't have it—write Philip Morris & Co. Ltd., Inc., 119 Fifth Ave., N. Y.



IT'S PLAIN horse sense

Those unsightly flecks are a business and social handicap. Banish loose dandruff completely . . . relieve unpleasant scalp itching and keep your hair lustrous and easy to groom by massaging daily with

JERIS

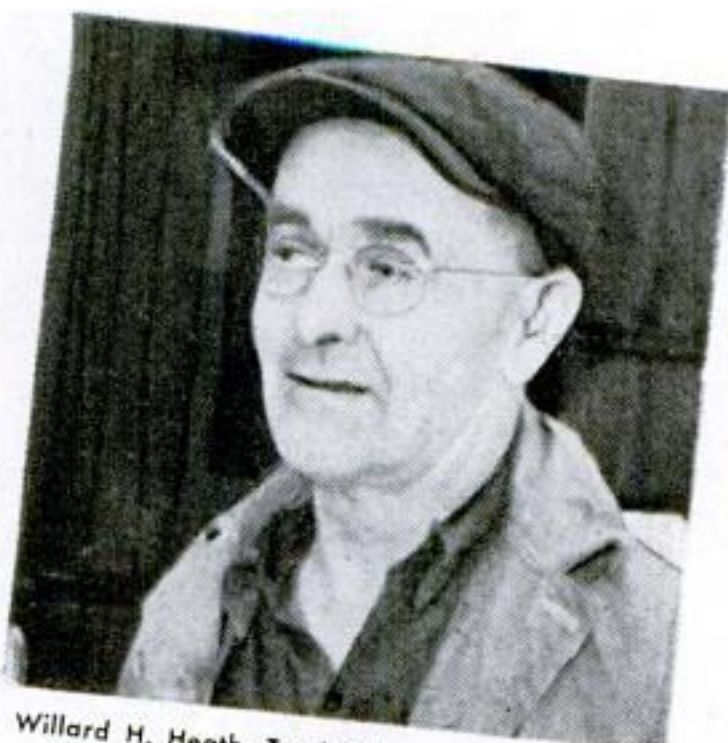
for Loose Dandruff

at all drug stores and barber shops

CONTINUED ON PAGE 100



Anita Cloggett, Supt. of Nurses, Jackson, Miss.



Willard H. Heath, Truck Driver, Spokane, Wash.



John E. Barry, Postal Contact, Hartford, Conn.



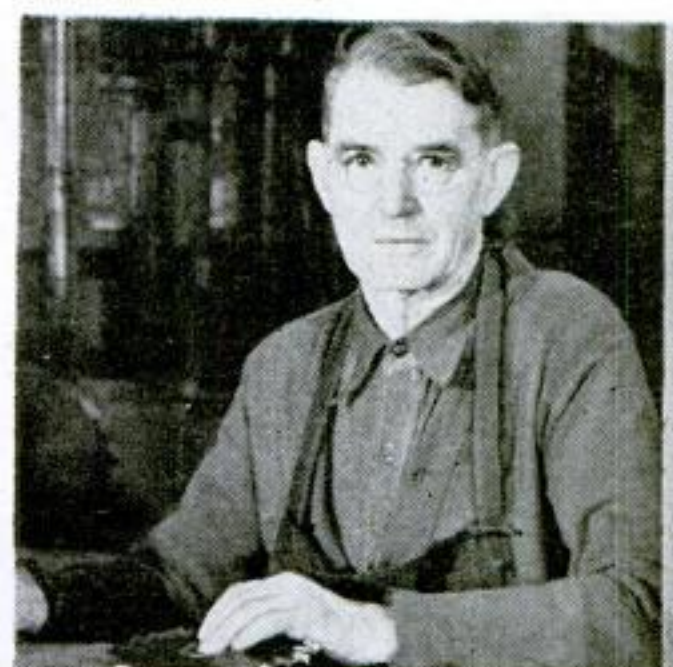
Ray Yeomans, Gas Station, Freedom Plains, N. Y.



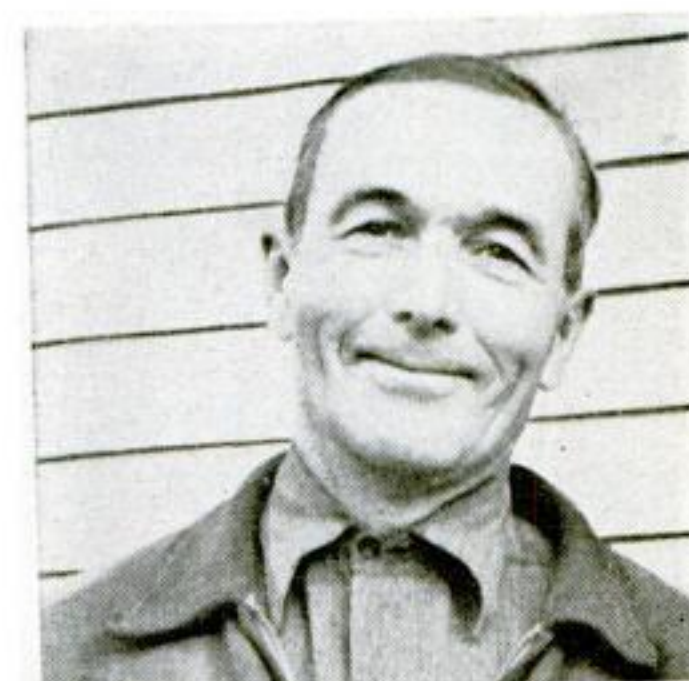
L. G. Ray, Dentist, Madisonville, Kentucky



Eva Laborde, Housewife, New Orleans, La.



F. F. Smythe, Tool Crib Foreman, Wichita, Kans.



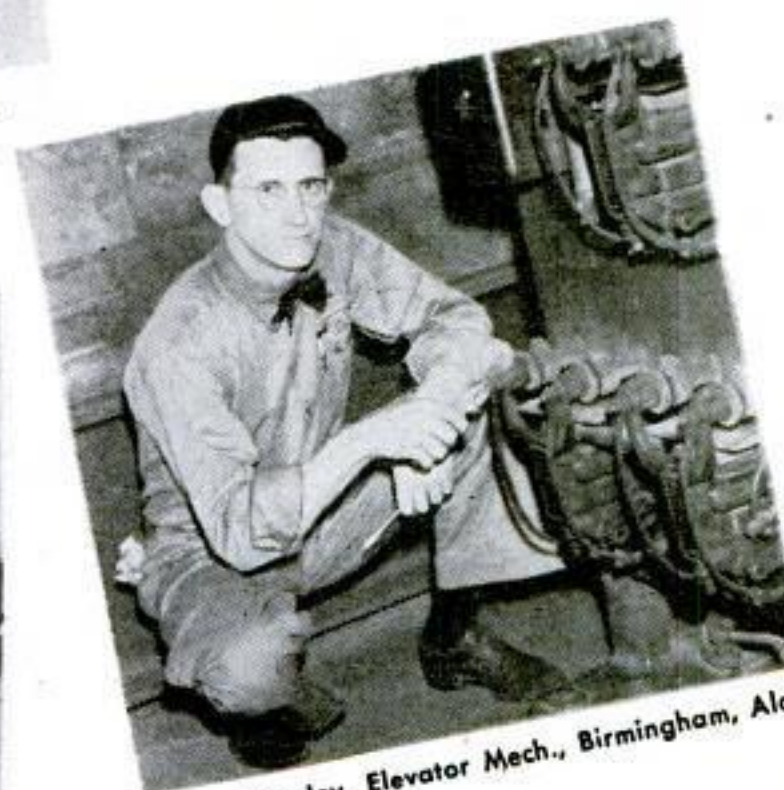
Turner A. Farrow, Farmer, Oshkosh, Wisconsin



C. S. McDonald, Police Officer, Alexandria, Va.



Ruth Dowell, School Teacher, McKinney, Texas



C. B. Dowdey, Elevator Mech., Birmingham, Ala.



Raymond F. Parch, Painter, Pittsburgh, Penna.

**These people
are
your partners**

They come from all over the country and many walks of life. *Directly or indirectly, they are business partners of yours.*

Directly, if you own stock in an electric light and power company, as these dozen people do. They were picked at random from several million similar shareholders in America's *business-managed* tax-paying electric companies.

Indirectly, if you have a savings account or life insurance policy, like 67,000,000 other Americans. When you make a deposit or pay a premium, the money isn't just put in a strongbox and left there. It's *invested*—put to work for you.

Banks and insurance companies invest your money carefully. They put a lot of it

into light and power securities—because electric companies have proved their soundness over the years by dependable service and good *business* management.

So the electric industry is probably the most widely owned industry in America. You and almost every other adult American are partners in it. *And whatever helps the industry helps you.*

• Hear NELSON EDDY in "THE ELECTRIC HOUR," with Robert Armstrong's Orchestra. NOW every Sunday afternoon, 4:30, EWT, CBS Network.

**167 ELECTRIC LIGHT
AND POWER COMPANIES***

SELF-SUPPORTING, TAX-PAYING BUSINESSES

* Names on request from this magazine.

There's adventure
in this luncheon at
the Pierre in New York...



When you visit New York's Hotel Pierre Cotillion Room, one memorable experience is this luncheon highlight:

ENGLISH KEDGEREE

3 PORTIONS

1/2 cup rice
1/2 lb. haddock, simmered in boiling salted water, for 6 minutes, skinned, boned and flaked
2 hardboiled eggs
4 tbs. butter
salt, pepper
cayenne
curry sauce*

Place rice in boiled salted water. Bring to full boil for 13 minutes. Pour rice in sieve, hold under running cold water and stir. Put rice in saucepan over slow heat to dry. Melt butter in separate pan, pour in rice, season with salt, pepper, cayenne. Add fish, chopped white of eggs, stir thoroughly. When hot, place mixture in pyramid, sprinkle with chopped yolk of eggs. Serve curry sauce in separate dish.

Serve with endive salad, sherbert and demi-tasse.

*Curry sauce—Melt 3 oz. butter, add tsp. fine fish curry powder, stir while adding 3/4 cup rich cream, salt to taste; just before removing from fire add yolk of one egg previously mixed with cream.



For a delightful taste-adventure 'most anytime and anywhere, ask for Goebel Beer.

GOEBEL BEER



NATIONALLY FAMOUS FOR GOOD TASTE
Available in Bantam, Export and Quart bottles • Goebel Brewing Company, Detroit 7, Mich.



BRENDAN BRACKEN, just moved up from Minister of Information to First Lord of Admiralty, is Churchill's Harry Hopkins, adviser and faithful follower.



LORD BEAVERBROOK, born Max Aitken, is the Churchill crony who stimulates him like a cocktail. Now his powerful press whoops it up for Churchill.

CHURCHILL CONTINUED

the people were against him and the government was therefore entitled to have its way; nevertheless he insisted on a full debate. The delay disillusioned Indian liberals and strengthened the radicals. In the end Churchill was to pay. In 1942, with the Japs at the gates of Bengal, he was confronted with an Indian demand for complete independence as the price of allegiance. He squeaked through the crisis, and the fact that the Congress Party turned down the Cripps offer and then called for open insurrection played directly into his hands. But the dark shadow of Indian unrest still falls athwart the councils of Whitehall. Will the Indians be satisfied with the promise of full Dominion status which might have satisfied them a decade ago? Or will they lurch out of the Empire, creating perhaps a vast, divided and Balkanized subcontinent? If the latter is the course of history, Englishmen who fought Churchill between 1929-35 will hound him to the grave as the man whose stubbornness cost the Empire what his own father described as "that most truly bright and precious gem in the crown of the Queen." For in the words of one of those men, "Winston is terribly responsible."

"I, a child of both worlds"

During the war Churchill and Roosevelt are said to have made an agreement: Roosevelt agreed not to twit him about India in return for which Churchill agreed to stop ribbing Roosevelt about America's "meddling" in China. Americans who have pressed Churchill hardest about India hold that he is blind about China, which he views more in terms of the white man's burden than as a great associate power. "Winston had to come to Washington to learn about China," one of his countrymen has said. There is a story that at the Cairo Conference Roosevelt took Churchill between wind and water with the suggestion that as a friendly gesture he give up Hong Kong. Churchill's reply, according to conference folklore, was, "Over my dead body."

In bygone years, when stung by criticism of his Far Eastern policies, Churchill is reputed to have shocked his listeners by summoning up a picture of the year 2000 when Europe and the U. S., depleted of their vigor, would be overwhelmed by the sheer power of the Eastern races. In soberer mood he goes back to the patent fact

CONTINUED ON PAGE 102



BARON CHERWELL was once academic Dr. Frederick Lindemann of Oxford University. He became Churchill's statistician, remains his mystery man.



LORD MORAN is Churchill's doctor, who has twice cured him of pneumonia. He puts up with a patient who mixes his doses of sulphur in potatoes of brandy.



**“we keep 'em healthy in our plant
... good food and *DIXIE CUPS*”**

“When you’re feeding thousands of war workers, you think a lot about health protection. That’s where individual paper cups come in. They’re used only once — so you know they’re not carrying anything contagious from mouth-to-mouth. And protection is better than cure, any time.”



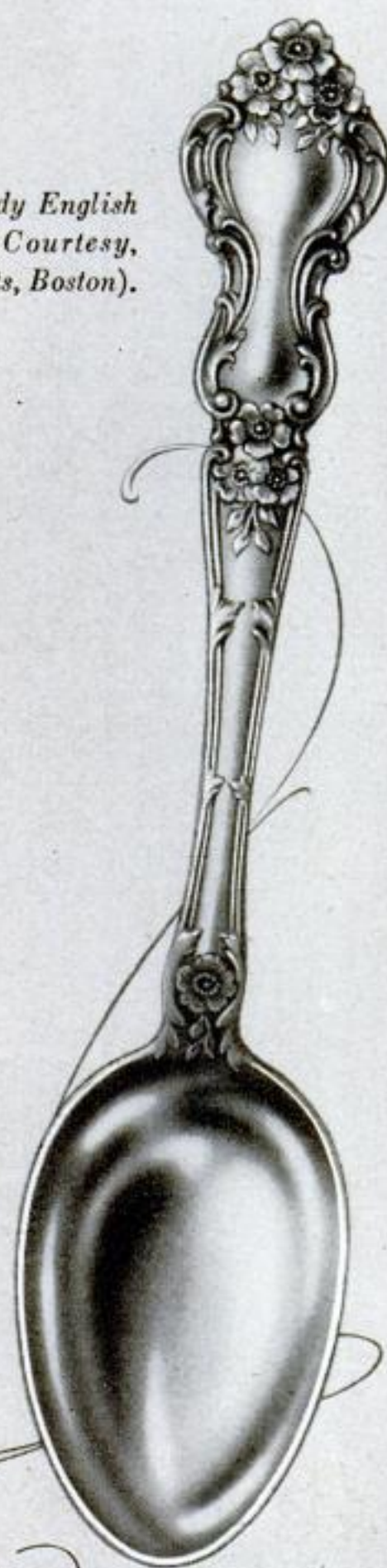
The William Grundy English Coffee Pot, 1767, (Courtesy, Museum of Fine Arts, Boston).

MUSEUM CRAFTSMANSHIP
RECREATED IN MODERN

Meadow Rose

RECAPTURING the timeless beauty of such 18th century masterpieces as the Grundy coffee pot, Meadow Rose is a masterpiece in its own right. Only true artists in silver could adapt to modern proportions the subtle grace of this classic design. In depth of cut, in fidelity of detail, in flawless finish, Watson craftsmen pay their sincerest tribute to this famous master silversmith.

For the woman of exacting taste in sterling, her jeweler offers an enchanting choice of patterns in "Modern Silver with the Beauty of Old Masterpieces." The Watson Company, 1465 Watson Park, Attleboro, Massachusetts.



Watson Sterling
MODERN SILVER WITH THE BEAUTY OF OLD MASTERPIECES

Campus Make-up

...for that tantalizing
Star-ry look! ★

Match the romance in your heart with a star-ry look of complexion loveliness.

• **CAMPUS**, blended chromatically in Hollywood, imparts breathtaking beauty with inspiring perfection. Its secret cream base keeps complexions campus-fresh for hours. Non-drying.

• **Smart fashion-right** shades for thrilling beauty every precious moment.



COLONIAL DAMES, INC.
(Not connected with any society)
HOLLYWOOD 27, CALIFORNIA

\$1
plus tax

GOT "SMOKE STACK" THROAT FROM SMOKING?

Throat like a chimney? Cigarettes tire your taste? Wake up your mouth. Tuck a Luden's into your cheek between smokes. Cool, refreshing menthol clears your mouth for the next smoke.

5¢



NEW LUDEN'S HONEY-LICORICE COUGH DROPS!

Here's a new flavor in cough relief by the makers of Luden's Menthol Cough Drops. Both are medicated. Both 5¢.



CHURCHILL CONTINUED

that, both in India and China, Britain and the U. S. have responsibilities which cannot be lightly put aside. And it is just here that his policy of somehow maintaining the Empire as a going concern merges with his passion for holding at all costs to American friendship. The U. S. and the Commonwealth, he never tires of repeating, "are united by other ties than those of state policy and public need. Common conceptions of what is right and decent . . . and above all the love of personal freedom, or as Kipling put it, 'Leave to live by no man's leave underneath the law'—these are common conceptions on both sides of the ocean among the English-speaking peoples."

Quite aside from the issues of India and China the path of friendship has not been too easy. His relationship with Roosevelt was always cordial and occasionally exhilarating. But the Englishman seems to have yearned for more—an epic friendship which the American's elusiveness denied him. Himself a precisionist, he was bothered by Mr. Roosevelt's disinclination ever to put anything down on paper, a failing which now haunts the unfulfilled commitments of Yalta. The low point of their relationship seems to have been reached in the matters of Italy and Greece. During the 1944 elections Mr. Roosevelt and Harry Hopkins, with an eye to the Italian vote, were constantly pressing him to release shipping to carry food to Italy. "If the American election keeps up," he remarked, "they'll have us paying reparations."

The Greek affair produced a real crisis. After Secretary of State Stettinius issued his bombshell disavowal of American responsibility in internal affairs of liberated nations, Churchill stayed up half the night composing angry rejoinders, which he would throw into the wastebasket and start again. Next day, in the Commons bar, one of his advisers announced it was a good thing the first draft had not gone across the Atlantic, "Otherwise Ike Eisenhower would this very minute be turning his armies around to attack across the Channel."

Yet he and Roosevelt understood each other. They made their titanic arrangements with an informality unknown in state dealings. Harry Hopkins once said in effect, "If we have to go through negotiations for another two years, I hope Winston is the Englishman we deal with. He's tough and all for Britain. But there's nothing tortuous about him. He'd make a good peace."

In discussing U. S. affairs with American friends, Churchill habitually inserts the point, "After all, I am half American myself." His knowledge is fairly specialized and romanticized. Years ago he decided the U. S. was too cluttered up with women. He said that it was an unfathomable mixture of "loquacity, affability, sentimentality, hard business, machine-made politics—wrong feeling, right feeling, vigor and weakness, efficiency and muddle." And in philosophical moments he will sometimes question whether America is really in the classical Western tradition. Or did something get lost in the wanderings across the ocean, the prairies and the tall grass? Did the metaphorical "cohabitation with Indians" corrupt the seeds, the seeds which might make America the bearer of the second Christendom?

Churchill does not pretend to know the answer. But he is sure that nothing now can relieve the U. S. of the task of leadership: "The price of greatness is responsibility. If the people of the U. S. had continued in a mediocre station, struggling with the wilderness, absorbed in their own affairs, and a factor of no consequence in the movement of the world, they might have remained forgotten and undisturbed beyond their protecting oceans; but one cannot rise to be in many ways the leading community in the civilized world without being involved in its problems, without being convulsed by its agonies and inspired by its causes."

The unhappy opposition

Churchill's insistence on the broad approach is often shocking to his own countrymen. Conservatives resent the idea that the U. S. is now the senior partner of the combination. Liberals and radicals distrust American capitalism and, in any case, are far more anxious to get on with their own reforms for Britain than to bother about their country's external relations.

What does the cadet of the House of Blenheim think of the unmistakable socialist drift of England that fascinates and even alarms American visitors? In the Disraelian manner of stealing the opposition's clothing while it is in swimming, Churchill pilfered the best features of the plan of his old friend Beveridge. And in his occasional speeches on domestic policy, knowing eyes at Oxford and Cambridge have on occasion perceived the fine touch of the high priest of the spenders, Economist John Maynard Keynes, who once ridiculed Churchillian orthodoxy in an article entitled "The Economic Consequences of Mr. Churchill." In sheer frustration Herbert Morrison, one

CONTINUED ON PAGE 105

A Matter of American Tradition



Give Dad Old Spice—and you give him modern shaving efficiency and a lot more—containers to fit a man's hand, packaging to please him, and the bracing Old Spice scent he prefers. *As illustrated:* Shaving Soap in sturdy mug \$1.00, invigorating After-Shaving Lotion \$1.00¹, invisible Talcum 75¢, Bath Soap, 2 cakes \$1.00, Lather or Brushless Shaving Cream 50¢.

Helping to Win This War is Still Our Job . . . Buy Bigger Bonds

¹Plus Tax

Each a Shulton Original • *Reg. U. S. Pat. Off. • SHULTON, INC. • ROCKEFELLER CENTER • NEW YORK 20, N. Y.



Prized
for fine flavor
and convenience...



**NO OTHER CONTAINER
PROTECTS LIKE THE CAN**

... luncheon meats in **CANS**

● Nowadays, your pantry shelf can be a miniature meat market, with different varieties of delicious canned meats always ready to serve at a moment's notice.

And how wonderful it is to know that the dependable steel-and-tin can *keeps* processed canned meats as wholesome as at the moment they were packed. That's because the can is both airtight and lightproof. And, as you probably know, air and light are among the chief causes of rancidity and spoilage.

This same sure protection also applies, of course, to hundreds of other canned foods—as well as to many additional products that go to make up the long list of more than 2,500 things normally packed in cans by over 135 different industries.

Cans don't break, crack, tear, or split. They're easy to carry, store, open, and to dispose of. And they give their contents lasting protection. No other container combines so many important advantages.

CAN MANUFACTURERS' INSTITUTE, INC., NEW YORK

OUR FIGHTING FRONTS need thousands of things packed in billions of cans. This means certain civilian products must come to you in substitute containers for the duration. But your Government has wisely provided for home-front nutritional protection by permitting adequate supplies of *foods* to be packed in cans. Stocks on dealers' shelves are yours to buy freely. Please turn in empty cans for salvage.



LABORITE ERNEST BEVIN (left) accepts a degree from Churchill at Bristol University. Resigned from the Cabinet, Bevin is now Churchill's toughest opponent.

CHURCHILL CONTINUED

of the strongest men in the Labor Party, recently lamented that more socialism was done by the Conservative Party which opposes it than by the Labor Party which favors it.

Keynes himself has said, "Winston is no mere capitalist. He has no desire to boast of the rich." Some years ago, on inheriting an estate of more than £40,000, which included an Irish village, Churchill returned the cottages to the peasant tenants, saying, "I cannot take shillings from the wretched poor." His philosophy for the common man boils down to a few words: "A good house, a good job, a happy life and freedom." To be sure, a friend has pointed out that Winston's real ideal is a yeoman of Marlborough's time, happily ensconced in his cottage, free, yet accustomed to tip his hat to the gentry. Still, since these happy days cannot be realized and the mills of Manchester and Leeds have transformed the yeoman into a factory worker, Churchill is all for improving his lot. He has ridden the tide the more easily because in his early free-trade days he came to have no very high opinion of the industrialists of Birmingham, England, who argued for protection and the tariff. "The aristocracy or the proletariat must rule," he has said. "The aristocracy is better fitted to govern. But if I had to choose between the proletariat and the industrialists, I would choose the former."

Today, with the election at hand, and facing the necessity of holding his Conservative Party together, Churchill has had a good word even for Birmingham. The man who 40 years ago deserted Joe Chamberlain recently roared out, "At the head of our mainmast . . . we fly the flag of free enterprise." At the same time, with an eye to the working man, he has said on more than one occasion, "I will not take away one jot or tittle from his standard of living." Thus superficially he seems to have entered the politician's estate of being all things to all men. But what distinguishes him from practically all other politicians is his refusal to promise that everything is going to be easy. And he continues in the tradition of the Whig aristocrat who was for giving the people all possible freedom so long as they allowed him to govern in the people's interest. A Dominion statesman puts the matter a little differently. Returning home across the ocean he said, "Churchill's England makes me think of Thucydides' description of Periclean Athens: 'Thus Athens, though still in name a democracy, was in fact ruled by her first citizen.'"

This benevolent monarchy is the despair of all opponents including those in his own Conservative Party who would like to be rid of his dictatorial ways. The course of party jockeying is itself a commentary on his power. First Labor wanted an election as soon

CONTINUED ON NEXT PAGE



The One and Only

In landmarks, it's the "Eiffel Tower"
... in Scotch, it's Haig & Haig ...
masterpieces that have stood the test
of time



It Had to be Better
to enjoy such universal
preference for 318 years

HAIG & HAIG

The Oldest Name in Scotch

BLENDED SCOTS WHISKY 86.8 PROOF • SOMERSET IMPORTERS, LTD., NEW YORK



a Keepsake

GENUINE REGISTERED
DIAMOND ENGAGEMENT RING
Trade Mark Registered



ARCADIA Set* 350.00
Engagement Ring 250.00
Also \$450 and \$600



DALE Set* 212.50
Engagement Ring 150.00



LAWRENCE Set* 450.00
Engagement Ring 350.00
Also \$500 and up



MALDEN Set* 525.00
Engagement Ring 400.00
Also \$550, 675 and to 1975

*In white as well as natural gold.

Your Tribute... Her Treasure

Make her supremely happy with a genuine registered Keepsake Diamond Engagement Ring . . . to be treasured proudly through the years. Keepsake is the most famous name in diamonds and through six decades has been the traditional symbol of the engagement. The Keepsake Certificate of Registration and Guarantee is your assurance of true quality and value. See the new matched sets at your Keepsake Jeweler . . . \$100 to \$3500.

IF YOU ARE OVERSEAS and want to send your sweetheart a Keepsake, send her a money order and have her write to us for the name of the nearest Keepsake Jeweler.

Rings enlarged to show details. Prices include federal tax.
If it is a "Keepsake" the name is in the ring.



Keepsake Diamond Rings, A. H. Pond Co., Inc.
214 S. Warren St., Syracuse 2, N. Y.

Please send the book, "The Etiquette of the Engagement and Wedding," with supplement on "Wartime Engagements and Weddings," illustrations of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name
Street and No.
City L. 6-45

CHURCHILL CONTINUED

as the war in Europe was over, thinking it could crucify him as a Tory. Then it discovered that while England had drifted to the left it still is probably pro-Churchill. Finally Churchill forced the issue.

In England men do not vote for a prime minister as the U.S. votes for a president but for representatives of a party, and the majority party then forms a government. At present Conservatives have 349 seats in Parliament as against 170 for Labor. The proportion will probably change in Labor's favor. But the chances are better than even that Churchill's personality will bring the Conservatives through. Certainly Labor has not produced his equal. The Labor Party's titular leader is Clement Attlee, who holds that post for no better reason than that Labor's two strongest men, Bevin and Morrison, hate each other and cancel each other out. Churchill's own Conservative Party is quite as badly off for talent. Sir John Anderson, Chancellor of the Exchequer, is judged by the City as "solid," but is a man of ledgers and accounts with no political flair. From many friendly signals Churchill's own choice for a successor is Foreign Secretary Anthony Eden, "the one fresh figure of the first magnitude arising out of the generation which was ravaged by the first war." But he seems by no means ready to step aside for Eden yet.

Rather he continues to charge along on his own, working with the Conservative Party, yet never quite of it. In the custom of all strong men who grow used to power, Churchill has tended to work with fewer and fewer people. His party colleagues have complained that he tries to do everything himself. He will whisk a knotty problem from their portfolio with the statement, "Ah, precisely that matter came up in the Asquith Cabinet in 1915. I know exactly how to deal with it." Lloyd George once taxed him for bullying his Cabinet; his defense was that if he did not do everything himself, nothing would get done. "You had it better, L.G. You had a Cabinet of giants." The Welsh witch smiled. "So I did. But they never would have stayed in your Cabinet for 48 hours."

Moreover, his almost animal love of the night, his terror of bores, have interposed rigorous filters on his friendships. He was never close to Sir Stafford Cripps, not because Cripps was a socialist but because he was a pinchnose, a nondrinking vegetarian. Once when Churchill was bedridden at No. 10 he croaked to a Cabinet minister who called to pay his respects, "I'm all right. I'll soon be sitting up drinking my brandy and smoking my cigars. I won't be like that fellow Cripps—strength through misery."

In the face of the terrifying Churchillian standards, only three men in England have managed to stay close friends. The nearest equivalent of Mr. Roosevelt's Harry Hopkins is 44-year-old Minister of Information Brendan Bracken, who was Churchill's faithful follower throughout the wilderness years. Another protégé is Baron Cherwell, his personal statistician and economist whom he calls "The Prof." And the third is the ubiquitous, secretive, capricious, bubbling Beaverbrook, in some ways the most fascinating man in England. All three are self-made men, all are rich and have a dash of mystery. They drop into No. 10 after Winston has finished with the "after-dinner batch of papers"; in their presence he relaxes; by midnight the conversation purrs. But Yorkshire Nonconformists do not approve of the association. Churchill's has been called "a government of buccaneers and nighthawks with the liveliest buccaneer at the head." The intimate relationship with the "Beaver" is particularly criticized. Some of the "nice people" in England imply, for no particular reason, that he is a thoroughly unpleasant man whom you have to know to like. But his effect on Churchill is almost narcotic: they share the tumultuous memories of the last great war; they have the same Elizabethan love of danger and are like hammer and anvil to each other.

"He is like a person reborn"

"If only I had ten years more," Winston has said wistfully, thinking of all that remains undone for his country. But the fact apparent to everyone is that Churchill, at 70, is an old man. The pace has been terrific. To the grinding nights of work, the exhausting debates in the Commons as crisis followed crisis, the never-ending pressure of decision and now the stress of electioneering, have been added the unknown physiological effects of long and dangerous flights across oceans and continents. His friend Mackenzie King warned him, "You forget that fatigue is the most dangerous enemy of public men. Who can tell what these long trips at high altitudes and the constant vibration are doing to you?"

Churchill is burning himself out. Visiting statesmen have been struck by the feverish changes that come over his mood and manner. "One day you look at him and think he is not long for this world, but next day with the color back in his cheeks and his jaunty step

YOUR SHOES ARE SHOWING!



EMBARRASSING, ISN'T IT?



YOU NEED SHINOLA

● You can't go around with your shoes looking like they're inside out without having people notice. But if your conscience doesn't bother you along these lines, look at it this way: Shinola shoe care means longer wear—and that's important to everyone.

White shoes, too, respond to regular care. Remember to keep SHINOLA WHITE on hand. It's efficient and safe.





OTIS

MODERN UNDERWEAR

for men and boys

OTIS—known for generations for longer wear and extra comfort.

BUY WAR BONDS

TRADE MARK

OTIS UNDERWEAR
57 Worth St., New York 13, N.Y.
also OTIS HOSIERY

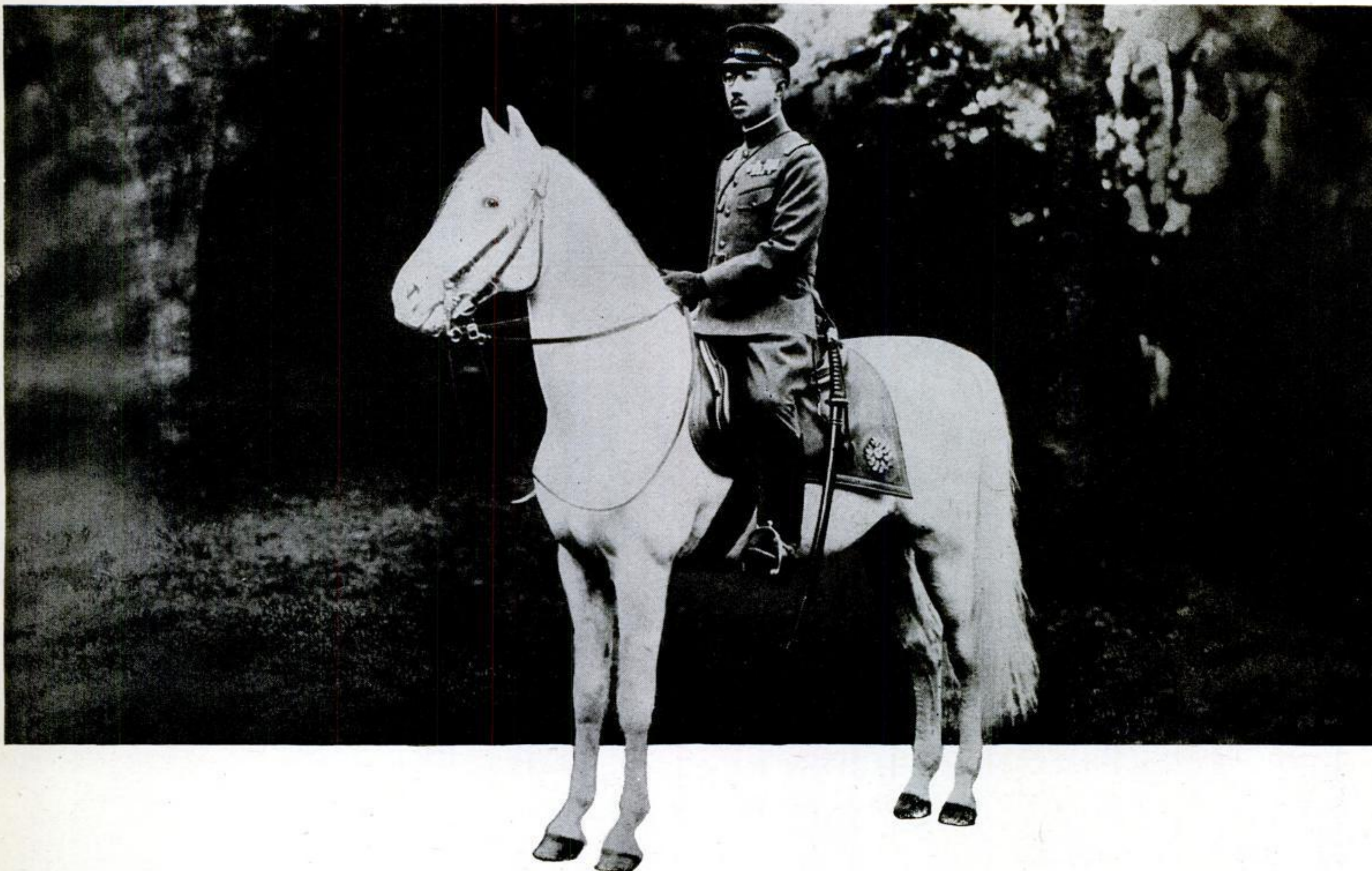
Kills Garden Insects

Use Red Arrow Garden Spray—the only insecticide most home gardens need. Quick, easy, inexpensive. 35c bottle makes several gallons. Safe to humans, birds and pets when sprayed. Buy Red Arrow Garden Spray where you buy garden supplies.

FREE For illustrated chart, "How to Identify and Fight Garden Insects," send post card to: McCormick & Co., Inc., Dept. 2E6, Baltimore 2, Md.



CONTINUED ON PAGE 108



LET'S GET THE ADMIRAL HIS HORSE!



Official U. S. Navy Photo

Admiral Halsey has his eye on a fine white horse called Shirayuki. Some time ago, at a press conference, he expressed the hope that one day soon he could ride it.

The chap now in Shirayuki's saddle is Japan's Emperor—Hirohito.

He is the ruler of as arrogant, treacherous, and vicious a bunch of would-be despots as this earth has ever seen.

The kind of arrogance shown by Tojo—who was going to dictate peace from the White House . . . remember?

The kind of treachery that gave us the most

humiliating setbacks in our history, Pearl Harbor and Bataan.

The kind of viciousness that's shown by such barbarous atrocities as the March of Death.

Well, it's high time we finished this whole business. High time we got the Emperor off his high horse, and gave Admiral Halsey his ride.

The best way for us at home to have a hand in this clean-up is to support the 7th War Loan.

It's the biggest loan yet. It's two loans in one. Last year, by this time, you had been asked to buy extra bonds twice.

Your personal quota is big—bigger than ever before. So big you may feel you can't afford it.

But we can afford it—if American sons, brothers, husbands can cheerfully afford to die.

FIND YOUR QUOTA . . . AND MAKE IT!

IF YOUR AVERAGE WAGE PER MONTH IS:	YOUR PERSONAL WAR BOND QUOTA IS: (CASH VALUE)	MATURITY VALUE OF 7TH WAR LOAN BONDS BOUGHT
\$250	\$187.50	\$250
225-250	150.00	200
210-225	131.25	175
200-210	112.50	150
180-200	93.75	125
140-180	75.00	100
100-140	37.50	50
Under \$100	18.75	25

ALL OUT FOR THE MIGHTY 7th WAR LOAN

This is an official U.S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

In cooperation with the 7th War Loan, LIFE contributes this page to present this message.

"HIRES
Please!"



With the big HIRES
bottle in the family ice
box, the refreshment situation
is well in hand. **HAPPY
MOMENTS** for one and all.

Support the Mighty 7th WAR LOAN



196 Practical Suggestions
that will help you to get

- better gas mileage
- longer tire life
- better performance
- lower upkeep costs

Get a **FREE COPY** from
any General Motors dealer
or use the coupon below

CUSTOMER RESEARCH DEPT., ROOM 1705
GENERAL MOTORS, DETROIT 2, MICH.

Please send **FREE COPY** of new edition 64-page
"Automobile User's Guide"—containing 196
practical suggestions on wartime operation.

Name.....*please print*
Address.....*please print*
City.....*please print* Zone.....*please print* State.....*please print*
Make of car.....*please print* Year model.....*please print*



*A food Your dog
will eat*



**PROVED
IN A
MILLION
MEALS**

Ideal Dog Food retains all the
food value and appetite appeal
of the excellent Ideal Dog Food
you bought in tins before the war.
With Ideal you can easily and
quickly solve your feeding prob-
lems as have so many others. At
all dealers.

A SEVEN COURSE MEAL



CHURCHILL CONTINUED

restored he is like a person reborn." He seems to live by crisis. The very stones of the Commons seem to exhilarate him. Sometimes he is gloomy and morose, pacing up and down the Cabinet room at No. 10 or slumped in his chair with hillocks of cigar ashes multiplying on the antiquated vest. In such moods visitors find him tyrannical: if crossed, his face sets in a black scowl, his figure turns rigid and no graceful phrases come from his lips. But let the news change and he bounces back like a baby. A Puckish humor remains. Not long after one of his bouts of pneumonia, he turned up at Buckingham Palace, a wan and tired figure bent over his cane, loudly bemoaning his infirmities. The King's Private Secretary, Sir Alan Lascelles, rushed to take his arm. Before he could grasp it, the Prime Minister suddenly whirled round and bounded up the stairs two at a time. Reaching the top he again whirled around, gave the V-sign, uttered what in this country is called the Bronx cheer, and scampered off to his audience with the King.

Churchill's refusal to recognize the ravages of age and two attacks of pneumonia make him the despair of the entire British medical profession and Parliament itself. With characteristic cunning he has made his doctor, Lord Moran, one of his best friends. Not the least of Moran's accomplishments is a flare for after-dinner speaking. "He instructs me in the art of public speaking," says Churchill, "and I teach him how to cure pneumonia." In so saying he doubtless had in mind his discovery that the modern sulpha drug (in England called M & B) can most agreeably be introduced into the system by copious drafts of brandy. Once, while he was lying sick, a nurse protested. Churchill answered with the now celebrated, "My dear, man cannot live by M & B alone."

"And happily ever afterwards"

Beneath all the push and bustle surrounding Churchill, there are quiet stretches which are essential to him. Twenty years ago the author of *The Mirrors of Downing Street* well said, "His heart and his lungs have not given him the support he needs. . . . At times, when every man's hand has seemed to be turned against him, he has had to fight desperately with body and mind to keep his place in the firing line. . . . But for the devotion of his wife, I think he could not have held his place so long." That tired and often cynical war wanderer, Harry Hopkins, who knows what it is to be sick, returned to the White House to tell with wonder of the Churchill household, full from morning till night with generals, admirals, air marshals, imperial statesmen, exiled monarchs, bankers and politicians, yet pervaded by a protective calm and orderliness traceable to a single woman. "There is no one in the world," said Hopkins, "like Clemmie Churchill."

The files of Somerset House, that repository of the births, marriages and deaths of England, record that Winston Churchill and Clementine Hozier were married in London at St. Margaret's, Westminster on Sept. 12, 1908. He was then the troublesome radical of Parliament; she was one of England's beauties. Lord Rosebery at the time remarked, "There are two lively chips. The marriage will not last a month." But Churchill has never had any doubts. In one of his early memoirs he wrote, "I married and lived happily ever afterwards."

In a life which more than once seemed determined to destroy itself, Churchill's affection for his wife has given him a compass bearing. As much as anything else, it may explain how this untrammelled throwback to the Renaissance has in crisis always come back to the high line. The marriage is doubly remarkable in an age of easy divorces. What the beautiful Clemmie has thought of Winston on occasion will never be known. But his gallantry and solicitude for her is the subject of many an anecdote. A few years ago at Chartwell, Clemmie was playing doubles with some younger guests while Winston was locked up with a manuscript in his attic workroom. Clemmie slipped and fell on the court. But before her companions could reach her, Churchill, who must have been on watch, came bounding down the lawn to take charge. He brushed the others away and carried her into the house.

The Churchills have three daughters and a son Randolph. There is the story that when Randolph ran for Parliament he botched his maiden speech in Liverpool, causing Churchill to dress him down with the shattering question, "Have you lived in this house all these years without realizing that I put something more in my speeches than whisky?" Yet, as a good professional historian, Churchill realizes that the human genes will not follow a great man's whim. It took 150 years for the peculiar combination of inheritance and environment which made Marlborough to recur again and make Winston Churchill. Meanwhile his own countrymen are more concerned with what they can do for him now. Several years ago a cab driver,

CONTINUED ON PAGE 111

Cool Counsel...

● Don't sentence yourself to the torture of sweltering summer. Go cool, comfortable, wrinkle-free in a crisp Dixie Weave suit. Dixie is cool because it's tailored of an all-wool porous fabric that lets the breezes in. It looks like a regular weight. Fits like a regular weight. Feels as though it had no weight at all! Yet you'll find that Dixie Weave is as smartly styled and as carefully tailored as your year-round Hart Schaffner & Marx suits. And Dixie's price, like its weight, is on the light side!



Hart
Schaffner
& Marx

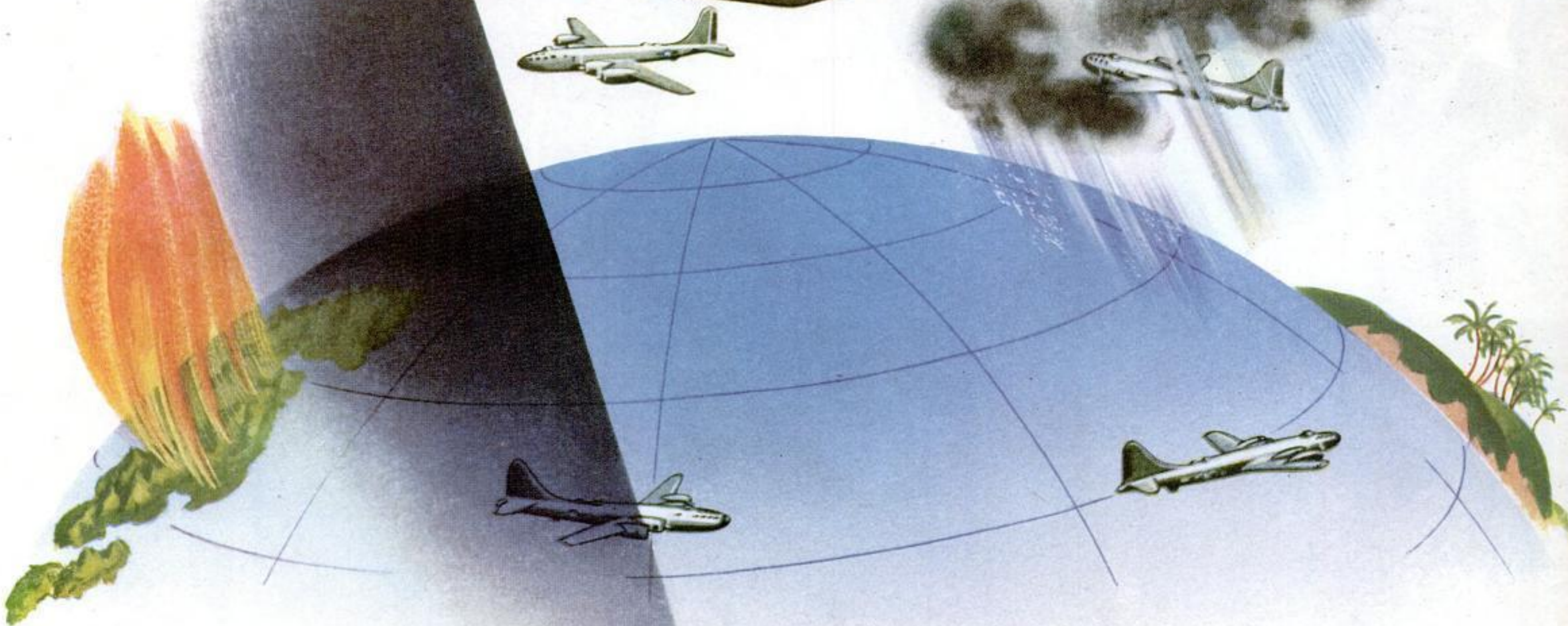
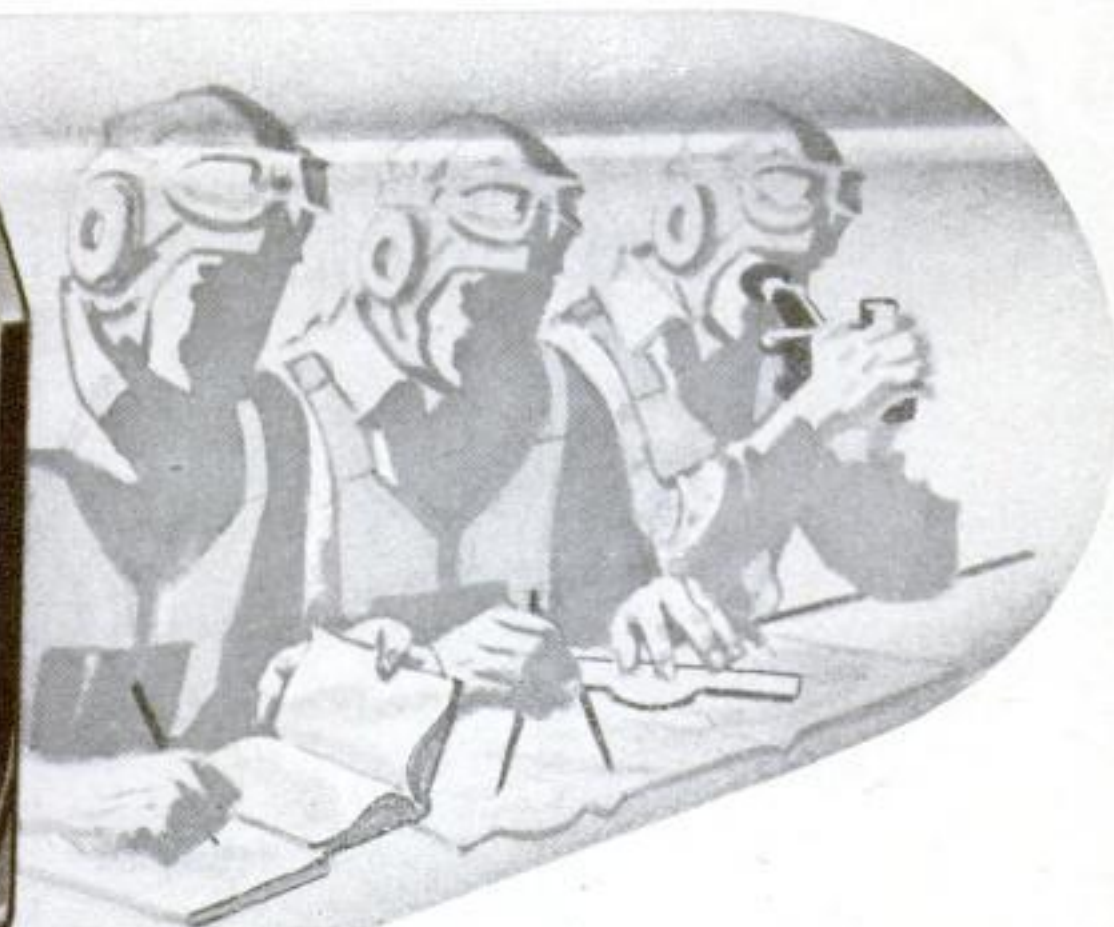


The Trumpeter label... a small thing to look for... a big thing to find

AIR POSITION INDICATOR

**PLACES PLANES ON TARGET AND
DIRECTS THEM SAFELY HOME**

ELECTRONICS
MAGNETICS
ELECTRO-MECHANICS
OPTICS
CARBURETION
HYDRAULICS
AEROLOGY



THIS, TOO, IS Bendix . . . SOURCE OF SCIENTIFIC PROGRESS IN AERIAL NAVIGATION

High in the pathless stratosphere, over a trackless ocean, bombers wing their way toward a pinpoint on the map. Night may fall before their return to another pinpoint marking their base. Fog and storm may cloud the sun and stars. Yet, without benefit of sextants, radio beams or other navigational aids, they'll hit their target "on the nose" and come back as unerringly to their home base!

How is it done? By Creative Engineering—by the Bendix development of an instrument no bigger than a man's two fists which automatically and instantly tells a pilot where he is in relation to the air mass in which he travels. From the dial of the Air Position Indicator he reads—as easily as you read your car speedometer—his

latitude, longitude, airspeed and heading. With a simple correction for effect of wind he can spot exactly on a chart his geographical position at any moment!

This mechanical brain takes its place in a pages long list of scientific instruments and controls emerging from the Bendix background of 12 great research laboratories, 3500 engineers, more than 30 huge plants . . . advancements now easing the load on the minds and muscles of fighting men aloft, on land, and at sea . . . advancements destined to work welcome changes in your everyday postwar life . . . advancements which, by forwarding progress in old and new industries, can aid immeasurably in providing adequate postwar employment.

Their application awaits only the end of the War, and

the War's end waits on you—on your active cooperation with all war activities . . . on the time and energy you put into your particular job. One big heave can bring Victory—if we all heave together.

BENDIX AVIATION CORPORATION, DETROIT 2, MICHIGAN

★ ★

PIONEER* flight instruments • ECLIPSE* aviation accessories
ALTAIR* hydraulic systems • STROMBERG* aircraft carburetors, fuel
injection • SCINTILLA* aircraft ignition • BENDIX* RADIO radar
and radio • FRIEZ* weather instruments • BENDIX MARINE controls
BENDIX PRODUCTS automotive brakes, carburetors, landing gear
ZENITH* carburetors • ECLIPSE MACHINE starter drives, coaster
brakes • MARSHALL ECLIPSE brake linings.

*Trade-marks of Bendix Aviation Corporation

First **IN CREATIVE ENGINEERING**
Builders of the INVISIBLE CREW



Bendix

COPYRIGHT 1945 BENDIX AVIATION CORPORATION

taking Churchill's Parliamentary private secretary, Harvie Watt, to No. 10, said in the midst of a heavy air raid, "I hope nothing happens to him until we can show our gratitude."

Watt wondered why he hadn't thought of this himself and when he left Downing Street that night he telephoned to a number of M.P.s. Since Churchill is proverbially short of cash, the obvious idea was to have Parliament vote him £10,000 a year as a kind of national remittance, an idea which was abandoned. The second idea was to make him a duke. But this would have meant the disappearance of his name completely, and this is the kind of honor he has never coveted. Though in making important decisions he will sometimes ask himself, "What would Marlborough do in my place?" he is indifferent to the trappings of the Marlborough clan. "For myself, I had to make my own way." In the end they decided not to tamper. Let him go down in history as Mr. Winston Churchill, Commoner.

The haunting lines of Edwin Arlington Robinson come to mind:

*He'll not be going yet. There's too much yet
Unsung within the man. . . .*

The things he has done and seen! Between Victoria and George VI, three kings have come and gone. Twice the whole structure of Europe has been shattered in dreadful convulsion. Millions have died. Twenty-seven years ago he stood at a famous map with Foch and heard the great marshal describe with remorseless logic how the last great German offensive of the Kaiser's Germany was at that moment being choked to death. Only yesterday he stood with Eisenhower, with Germany crushed for a second time. Twenty-six years ago he was supplying the White armies of Deniken and Kolchak in a failing effort to crush the Russian Revolution. Only yesterday he was beside the Black Sea redrawing the map of Europe with Stalin. Of course he has often been wrong, a saving grace; of course he has been inconsistent, an indispensable gift. But a trimmer? He reminds his critics of a celebrated aphorism of Lord Halifax: "I trim as the temperate zone trims between the climate in which men are roasted and the climate in which they are frozen."

The memories, like the writings that fill a whole book shelf at Chequers, crowd volume on volume. Yet none seems to have touched him more deeply than the simple affair at Harvard University two summers ago. Harvard gave him an honorary degree. He gave Harvard and a cheering audience his immortal apostrophe on the destiny of England and America: "If we are together nothing is impossible. If we are divided all will fail."

That night on the special train taking him back to Washington he stayed up very late, awaiting the last diplomatic pouch. He read over the cables. Then he rose with his wife, put her hand between his two and said, "Clemmie, it's been a wonderful day."



WINSTON AND CLEMENTINE CHURCHILL inspect the blitzed London docks. She is her husband's constant companion, a calming emotional counterbalance.



SING A
SONG OF
SUNNY
MORNING!

Enjoy that Bright Morning Taste!

You'll know what we mean by "Bright Morning Taste" when you try SCHENLEY Reserve. Every drop is at the peak of pre-war quality. Enjoy SCHENLEY Reserve today!

SCHENLEY

Reserve

PRE-WAR QUALITY

BUY MORE WAR BONDS THAN EVER BEFORE—IN THE 7TH WAR LOAN

BLENDED WHISKEY 86 PROOF. 60% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTILLERS CORP., N. Y. C.



IN KNOWLTON HOUSE DORMITORY COAST
GUARD CADETS COME FOR THEIR DANCE DATES



COAST GUARD CADET HELPS A CONNECTICUT GIRL WITH HER CHEMISTRY ASSIGNMENT



MARRIED COLLEGE GIRLS WEAR THEIR HUSBANDS' COAST GUARD JUMPERS

Life Visits Connecticut College

War brings servicemen to New London and provides the college girls with dates and even with husbands

For four years U. S. college girls have lived in a world made almost manless by the draft. The regular date, the man-filled weekend have all but vanished from most girl campuses. But at Connecticut College in New London, girls have more boyfriends than in the palmy days when the college derived considerable advantage from its strategic location between Harvard and Yale. In or near New London today are the Coast

Guard Academy, a submarine base and two air bases, each one filled to overflowing with men.

There are monthly dances sponsored by the Navy. There are frequent graduations at the Coast Guard Academy and accompanying festivities. Along with the girls, the academy attends Sunday services in the college chapel. There are picnics and baseball games. Twenty-five girls have been married while in college.

There have been hardships, too: college rules are more strict; girls wear skirts and try to look neater. To keep up with the menfolk, they have developed an interest in military strategy and politics. But rewards are great. On weekends there are always extra men and consequent fun for all girls, that is, except for the married ones whose husbands have been transferred. They sit in their rooms knitting, writing letters, playing jacks.

BICYCLING GIRLS STOP AND CHAT WITH A HANDFUL OF CADETS WAITING FOR A BUS



THE ADRIAN CASSIDYS, MARRIED LAST MARCH, LIVE NEAR THE CAMPUS





One of your Regal Ties

*is nailed to my wall, just to
remind me of things to come!
... a symbol of freedom to me"*

WRITES AN ARMY OFFICER STATIONED IN THE FAR NORTH

*-and all because she
gave him Regal Ties!*

"Your ad in Esquire
intrigues me.
Did she give 'all'...
...because of your
REGAL TIES or just
'all because'?

Translation please!
We in the Far North
are curious."

Famous for
Exclusive Features
Exclusive Fabrics
Exclusive Styles

\$1 to \$5
at better stores

Regal Ties

FOR TWO GENERATIONS ONE
OF THE BEST NAMES IN NECKWEAR

"I have one of your
gayest florals nailed
to my wall...just to
remind me of things
to come!
Proud, though slight-
ly ragged because
of its battle against
the elements, it has
become a symbol of
freedom to me!"

Ask for Regal Ties...at your favorite store
FRANK & MEYER NECKWEAR CO. ST. LOUIS, MO.



On a rainy Sunday three Connecticut sophomores entertain six sailors at Buck Lodge on the college campus. The boys built the fire and even helped to roast the hot dogs.



Girls entertain boyfriends at supper in Connecticut's cooperative Emily Abbey dormitory. Several hundred Coast Guardsmen live only five minutes' walk from college.

*This is No Time
for Fooling Around!*



Interwoven Socks

If you can't always get just the Interwoven Socks you're looking for—please remember—Millions of pairs of INTERWOVEN SOCKS are going to the men in the Service . . . Any Interwoven Sock is a Safe Sock to buy.

**BY THE LARGEST
MANUFACTURER
OF MEN'S SOCKS
IN THE WORLD**

* REG. U.S. PAT. OFF.

COPYRIGHT 1945 INTERWOVEN STOCKING COMPANY

Copyrighted material

Try this
"mountain magic"
 in your favorite rum drink!

The delightful "magic" that Ron Merito works in the making of rum drinks, is simply one of those happy "naturals" occurring once in a blue moon.

In Puerto Rico, there's a certain mountain valley, thousands of feet above the sea, where Nature herself has set the stage for producing the perfect rum. There soil and sun, pure water

and tropic weather—in combination unique and ideal—"go partners" with a little mountain distillery to give you—matchless Ron Merito!

Try this versatile "mountain rum" in a daiquiri, cuba libre, highball, rum collins. Try it in sours, manhattans, old-fashioneds. You'll find, to your vast enjoyment, that Ron Merito imparts to each a distinctive flavor that is memorably delicious.

THE PUERTO RICAN MOUNTAIN RUM
Ron **MERITO**



AVAILABLE GOLD LABEL AND WHITE LABEL, 86 PROOF. WRITE FOR RECIPE BOOKLET. NATIONAL DISTILLERS PRODUCTS CORP., DEPT. L-20, P.O. BOX 12, WALL ST. STATION, N.Y.



Her absent husband's photographs, 14 in all, adorn Elizabeth Dahlgren's dresser. They met at Connecticut reception during a Paul Jones, have been married a year.



Reading husbands' letters, Janet Cooper and Elizabeth lounge in their room. They study hard while boys are away. College permits marriages with parents' consent.

REFRIGERATORS • RANGES

Gibson

THE FREEZ'R SHELF REFRIGERATOR

AND NOW FREEDOM FROM HOT-STOVE SERVITUDE!

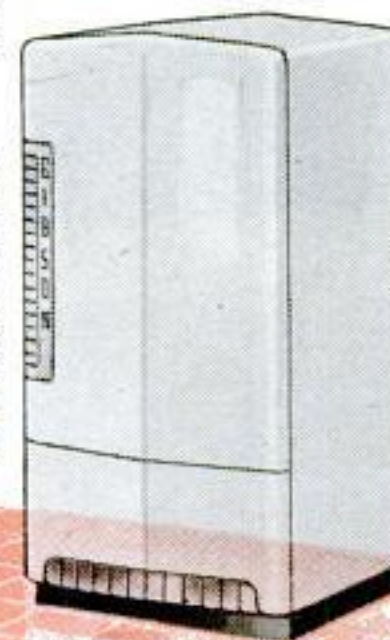
THE FREEZ'R SHELF REFRIGERATOR

You'll want this modern refrigerator in your Better Home of Tomorrow. For here is everything you've always wanted—a big, wide freezing locker and moist chiller, spacious, unobstructed, wall-to-wall shelves—and Strata-Zones for better food preservation and vitamin retention, twin guardians of health!

GIBSON HOME FREEZER

Room aplenty for large-family storage of frozen foods... below-zero temperature for scientific, long-term preservation of frozen meats, fruits and vegetables... assures farm-fresh flavor for months!

Buy War Bonds and Stamps
Gibson is now engaged in war production



Talk to any woman who lets a Gibson Kookall automatic electric range do her cooking for her. She'll tell you how the Gibson has completely released her from cooking bondage—provided a freedom from kitchen slavery never enjoyed by users of old fashioned ranges.

With Victory, when production is resumed, more women by the thousand will turn to the Gibson Kookall for kitchen convenience little short of miraculous—a range that turns itself on and off; that cooks with stored-up heat; that is safe, clean and economical!

It will pay you to watch for the Gibson Kookall, featuring UPS-A-DAISY, exclusive Gibson innovation worth waiting for!



GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN

Export Department, 201 N. Wells St., Chicago, Ill. • Canadian Distributor, Rogers Majestic, Ltd., Toronto

UNITED STATES ARMY

May 25, 1945

Dear Folks:

I'm a big shot now! No kidding - the 3-striper in the snapshot is me!

Thanks, Mom, for the candy. I managed to eat a few pieces before the rest of the boys found it.

And thanks for telling me about my birthday present. I sure would like a watch! The ones we use here are the most accurate I've ever seen - Hamiltons. But since they belong to the Army, they're only loaned to us. So I wish you'd sorta postpone my birthday present a little while - until Hamilton makes watches for sale again. (See enclosed ad.) Why not put the dough into some extra War Bonds?

Well, I've got to go now and put a couple of the boys to work. See you soon, I hope.

Hank

We're losing no time

Though Hamilton is still building thousands of highly precise navigating timepieces for war, every man, minute and machine we can spare is working for the day when fine, accurate Hamilton Watches will again be available for civilians. Wait for Hamilton.



HAMILTON
The Watch of Railroad Accuracy

A WATCH WORTH WAITING FOR

Hamilton Watch Company, Dept. L-65, Lancaster, Penna.

This is it!



12 more bucks a month

WAIT FOR

HAMILTON

you'll be glad you did



ALL OUT FOR MIGHTY 7TH
...BUY MORE BONDS TODAY

MISCELLANY



CONDUCTOR ZIPPER MAKES A BOW. NATIONAL ANTHEMS WERE FOLLOWED

SYMPHONY IN MANILA

Its orchestra plays again in a roofless church



AUDIENCE WAS REVERENTLY ATTENTIVE. DURING SOFT PASSAGES BAND



BY BEETHOVEN'S SYMPHONY NO. 3, DVOŘÁK'S "NEW WORLD" SYMPHONY

Within the scorched walls of Santa Cruz Church, the Manila Symphony Orchestra, silent since December 1941, last month gave its first post-liberation concert. The audience, with Mrs. Douglas MacArthur in first row, sat on folding chairs under a cloudy evening sky. Giant Army searchlights played over stage, built of boards covered with bamboo. Of Conductor Herbert Zipper's prewar complement of 86 musicians, 14 were dead, six missing, eight still fighting Japs. Four American soldiers sat in.



FROM NEAR-BY NIGHTCLUB, TRUCK NOISES AND A SIREN COULD BE HEARD

CONTINUED ON NEXT PAGE

Here's how your car **FEELS...**

... after **MARFAK** Chassis Lubrication !

When joints and bearing surfaces in the running gear of your car aren't taking a pounding, they're at least being punished by friction. MARFAK was developed specially for the two-way job of resisting both shock and wear. And this makes a big difference in the way your car rides and handles. MARFAK is applied by chart, never by chance. Ask your Texaco Dealer to give your car that "MARFAK feeling" today!

THE TEXAS COMPANY

HAND-TEST PROVES WHY



Ask your Texaco Dealer to demonstrate this MARFAK hand-test. MARFAK is both sticky and tough. This explains why it sticks to bearings despite jolts and shocks, and provides a durable "cushion-effect" against shock and wear.



Don't miss the **TEXACO STAR THEATRE** on Sunday nights with **JAMES MELTON** and famous guest stars. See your newspaper for time and station

Check your choice with Billingsley...Drew...Morris

HOT OF THE STORK CLUB, Sherman makes fun his business. For pleasure, he dabbles in gin rummy, takes long walks, shops for unusual neckties. That crushproof Regent box wins Sherman's special praise. "Just like a personal cigarette case," he says.



FAIR ELLEN was a salesgirl in a Chicago five-and-ten, then a waitress in Hollywood, before the movies woke up to her grey-eyed comeliness. No wonder she appreciates the extra value in Regent's King Size. "Regents are fully 20% longer," says Ellen.



CHESTER'S A WHIZ as an amateur magician, likes to think up new ways to mystify his guests. But there's no mystery about the reason he's partial to Regents. "They're milder," he points out, "and I think they're better-tasting."



ALL THREE AGREE that Regents are milder, better-tasting. The reason? Multiple Blending—an exclusive process that makes Regents really mild, always gentle to your throat. Next time, try Regents. They cost no more than other leading brands.



Quality tobaccos...Multiple Blended
make **REGENT**
*The milder, better tasting
cigarette!*

Symphony in Manila CONTINUED



Doctor Zipper took over orchestra in 1939 after his release from Buchenwald prison camp. He wrote musical satires on Nazis in Vienna, organized a small orchestra with makeshift instruments in camp at Dachau. His wife is former Austrian ballerina.



Santa Cruz Church was also scene of three repeat concerts given for Army personnel. Symphony president, Mrs. Benito Legarda, hid instruments from the Japs. Said she of its wartime revival, "Music is not suited merely to tranquil times of peace."



THREE FEATHERS

Reserve

*First among
fine whiskies*



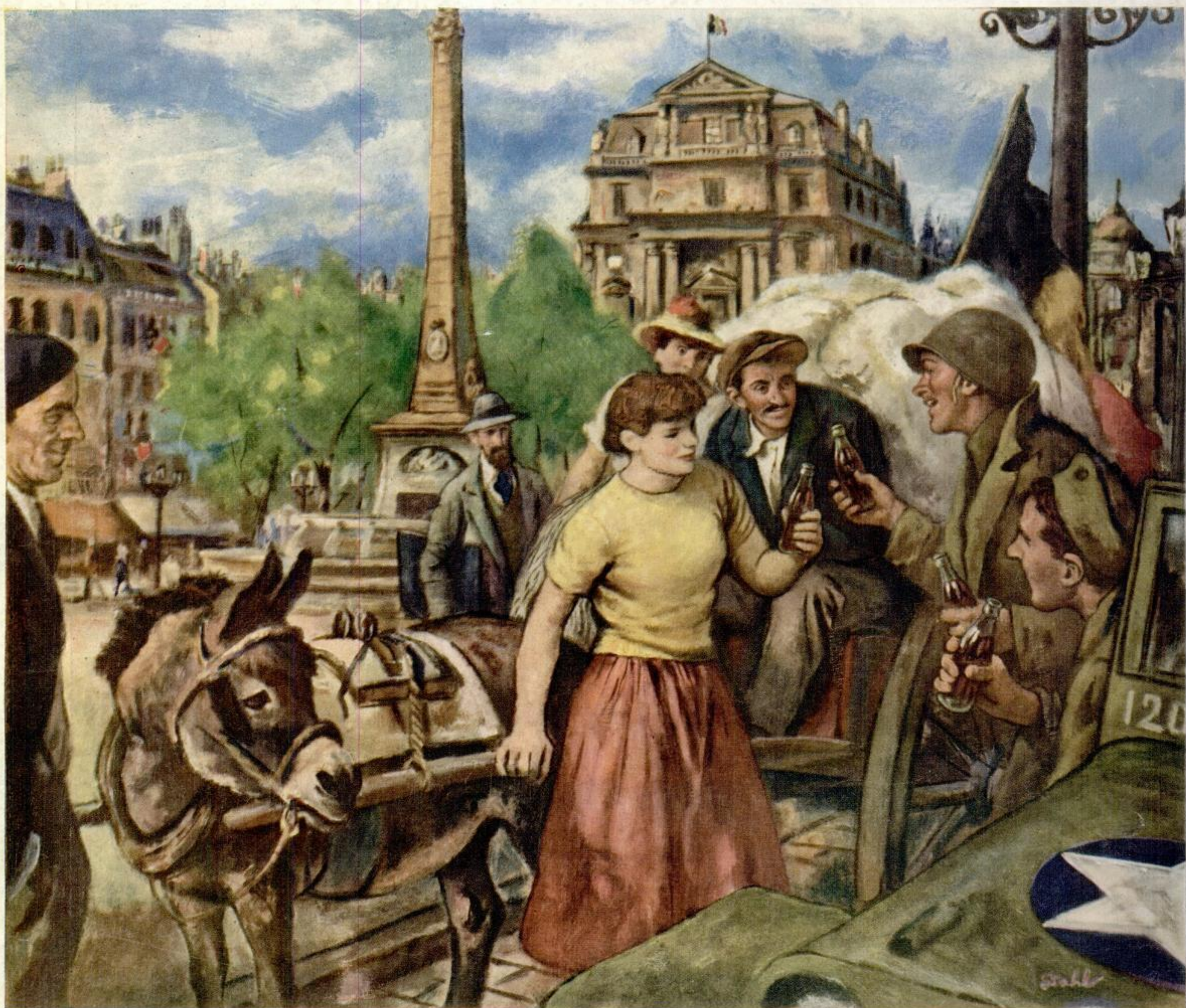
You're certain to enjoy Whiskey
at its PRE-WAR BEST...
when you ask for Three Feathers!

Taste the incomparable flavor and quality of pre-war*
whiskies, skillfully blended with the choicest Ameri-
can grain neutral spirits. Try Three Feathers today.
Learn why it has been ENJOYED FOR 63 YEARS!

FEATHER YOUR NEST...HOLD THE WAR BONDS YOU BUY!...Three Feathers Distributors, Inc., New York. Blended Whiskey, 86 proof. *The straight whiskies in this product are 5 years or more old. 40% straight whiskey, 60% grain neutral spirits.

Da's na fijn, zunne!...Have a Coke

(SAY, THAT'S GREAT)



...a friendly American custom lands in Brussels

In Flemish, it's *vriendelijkheid*. In American, it's the plain, everyday word *friendliness*. And everywhere your Yankee doughboy goes, it comes spontaneously from his heart in a good old home-town phrase, *Have a Coke*. That's the way he's letting our democratic allies know why he does the friendly things he does. Friendliness is bred in his bone, and to kindred spirits it bubbles out—like the bubbling

goodness of Coca-Cola itself and everything American that's behind it. Yes, *the pause that refreshes* with ice-cold Coke becomes an ambassador of good will... a bit of the old home spirit carried across the seas.

* * *

Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when"



"Coke" = Coca-Cola
You naturally hear Coca-Cola called by its friendly abbreviation "Coke". Both mean the quality product of The Coca-Cola Company.

COPYRIGHT 1945, THE COCA-COLA COMPANY